NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 28, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	31.5	24,510
2	NBC MOVIE OF THE WEEK	29.5	22,950
3	NBC THURSDAY NIGHT MOVIES	27.2	21,160
4	NBC MONDAY NIGHT MOVIES	25.9	20,150
5	NBC TUESDAY NIGHT MOVIE	24.7	19,220
6	60 MINUTES	23.6	18,360
7	REAL PEOPLE	23.1	17,970
8	ABC SUNDAY NIGHT MOVIE	22.3	17,350
9	GUINNESS BK-WORLD RECORDS(S)	22.1	17,190
10	LITTLE HOUSE-PRAIRIE#	21.9	17,040
11	QUINCY, M.E.(S)	21.4	16,650
12	DUKES OF HAZZARD	20.3	15,790
13	JEFFERSONS	19.9	15,480
14	MAGIC-DAVID COPPERFIELD(S)	19.6	15,250
15	LOVE BOAT	19.5	15,170
16	DALLAS	19.3	15,020
16	LYNDA CARTER ENCORE(S)	19.3	15,020
18	ALICE	18.2	14,160
19	LOU GRANT#	18.1	14,080
19	NFL MONDAY NIGHT FOOTBALL	18.1	14,080

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	23.1	48,260
2	GUINNESS BK-WORLD RECORDS(S)	19.5	40,670
3	NBC MOVIE OF THE WEEK	19.3	40,390
4	NBC THURSDAY NIGHT MOVIES	18.2	37,900
5	NBC MONDAY NIGHT MOVIES	17.6	36,740
6	LITTLE HOUSE-PRAIRIE#	17.1	35,600
7	NBC TUESDAY NIGHT MOVIE	16.6	34,550
8	REAL PEOPLE	16.4	34,200
9	DUKES OF HAZZARD	15.8	32,910
10	ABC SUNDAY NIGHT MOVIE	15.4	32,200
11	60 MINUTES	15.3	31,860
12	LOVE BOAT	14.6	30,400
13	CHIPS	14.5	30,290
14	JEFFERSONS	14.1	29,470
15	ALL STAR FAMILY FEUD(S)	13.4	28,060
16	QUINCY, M.E.(S)	13.3	27,780
17	EIGHT IS ENOUGH#	13.1	27,300
18	BIG EVENT	13.0	27,200
19	DALLAS	12.9	26,940

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	26.2	21,370
2	NBC MOVIE OF THE WEEK	24.2	19,730
3	NBC THURSDAY NIGHT MOVIES	22.0	17,960
4	NBC MONDAY NIGHT MOVIES	20.8	16,990
5	LITTLE HOUSE-PRAIRIE#	20.8	16,930
6	NBC TUESDAY NIGHT MOVIE	19.2	15,660
7	60 MINUTES	19.1	15,580
8	ABC SUNDAY NIGHT MOVIE	18.9	15,390
9	JEFFERSONS	18.4	15,000
10	GUINNESS BK-WORLD RECORDS(S)	17.5	14,250
11	REAL PEOPLE	17.0	13,850
12	DALLAS	16.9	13,740
13	QUINCY, M.E.(S)	16.6	13,550
14	ALICE	16.3	13,330
15	LOVE BOAT	15.8	12,860
16	LYNDA CARTER ENCORE(S)	15.2	12,420
17	REAGAN/BUSH POLITICAL-WED(S)	15.0	12,250
18	DUKES OF HAZZARD	14.8	12,100
19	LOU GRANT#	14.7	11,950
20	TRAPPER JOHN, M.D.#	14.5	11,800

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	26.2	19,210
2	NBC MOVIE OF THE WEEK	20.6	15,110
3	NBC THURSDAY NIGHT MOVIES	20.4	14,940
4	NBC MONDAY NIGHT MOVIES	19.3	14,160
5	GUINNESS BK-WORLD RECORDS(S)	19.1	14,010
6	60 MINUTES	17.8	13,090
7	NFL MONDAY NIGHT FOOTBALL	17.6	12,940
8	NBC TUESDAY NIGHT MOVIE	17.4	12,730
9	REAL PEOPLE	16.0	11,750
10	ABC SUNDAY NIGHT MOVIE	15.8	11,610
11	QUINCY, M.E.(S)	15.6	11,480
12	NFL FOOTBALL GAME 2-NBC#	14.9	10,900
13	BIG EVENT	14.7	10,810
14	CBS NFL FOOTBALL GAME 1	14.5	10,660
15	RUMOR OF WAR-PT. 2(S)	13.8	10,160
16	THAT'S INCREDIBLE	13.7	10,080
17	GAMES PEOPLE PLAY	13.2	9,710
18	CBS NFL FOOTBALL POST#	13.1	9,580
19	NFL FOOTBALL GAME 1-NBC	12.7	9,350

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 28, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	28.2	14,340
2	NBC MOVIE OF THE WEEK	26.2	13,310
3	NBC THURSDAY NIGHT MOVIES	22.7	11,520
4	ABC SUNDAY NIGHT MOVIE	21.1	10,750
5	GUINNESS BK-WORLD RECORDS(S)	20.5	10,400
6	NBC MONDAY NIGHT MOVIES	19.7	10,010
7	NBC TUESDAY NIGHT MOVIE	18.0	9,170
8	LITTLE HOUSE-PRAIRIE#	17.5	8,880
9	DALLAS	17.0	8,660
10	LOU GRANT#	16.9	8,600
11	JEFFERSONS	16.7	8,500
12	LYNDA CARTER ENCORE(S)	16.6	8,460
13	QUINCY, M.E.(S)	16.5	8,390
14	REAL PEOPLE	16.2	8,220
15	REAGAN/BUSH POLITICAL-WED(S)	15.7	7,970
16	M*A*S*H	15.3	7,790
17	LOVE BOAT	15.2	7,730
18	EIGHT IS ENOUGH#	15.1	7,690
19	BIG EVENT	14.9	7,600
20	HART TO HART#	14.9	7,580

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	27.0	6,710
2	LITTLE HOUSE-PRAIRIE#	26.3	6,520
3	JEFFERSONS	22.8	5,660
4	ALICE	21.6	5,350
5	NBC MONDAY NIGHT MOVIES	21.5	5,340
6	NBC FRIDAY MOVIE OF-WEEK(S)	20.4	5,070
7	NBC THURSDAY NIGHT MOVIES	20.4	5,050
8	MAGIC-DAVID COPPERFIELD(S)	19.9	4,930
9	NBC TUESDAY NIGHT MOVIE	19.3	4,780
10	ARCHIE BUNKER'S PLACE	19.1	4,730
10	PRE-DEBATE-CBS(S)	19.1	4,730
12	NBC MOVIE OF THE WEEK	18.7	4,640
13	ONE DAY AT A TIME#	17.9	4,440
14	REAL PEOPLE	17.5	4,340
15	DALLAS	17.3	4,280
15	LOVE BOAT	17.3	4,280
17	CBS EVENING NEWS-CRONKITE	16.5	4,090
17	DUKES OF HAZZARD	16.5	4,090

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	26.8	13,020
2	GUINNESS BK-WORLD RECORDS(S)	21.9	10,660
3	NBC MOVIE OF THE WEEK	21.7	10,560
4	NBC THURSDAY NIGHT MOVIES	20.3	9,890
5	NBC MONDAY NIGHT MOVIES	19.9	9,670
6	NFL MONDAY NIGHT FOOTBALL	16.9	8,230
7	NBC TUESDAY NIGHT MOVIE	16.8	8,160
8	ABC SUNDAY NIGHT MOVIE	16.3	7,920
9	NFL FOOTBALL GAME 2-NBC#	15.7	7,640
10	REAL PEOPLE	15.6	7,570
11	BIG EVENT	14.7	7,130
12	QUINCY, M.E.(S)	14.6	7,090
13	RUMOR OF WAR-PT. 2(S)	14.3	6,960
14	60 MINUTES	13.8	6,690
15	CBS NFL FOOTBALL GAME 1	13.6	6,600
16	THAT'S INCREDIBLE	12.8	6,220
17	CBS NFL FOOTBALL POST#	12.6	6,110
18	NFL FOOTBALL GAME 1-NBC	12.3	5,970
19	ED CLARK-PRES.-SUN.(S)	12.2	5,920
20	LYNDA CARTER ENCORE(S)	11.9	5,800
20	NFL FOOTBALL POST 2-NBC#	11.9	5,800

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	27.5	5,310
2	NBC FRIDAY MOVIE OF-WEEK(S)	24.4	4,710
3	NBC THURSDAY NIGHT MOVIES	21.3	4,120
4	DUKES OF HAZZARD	20.3	3,920
5	NFL MONDAY NIGHT FOOTBALL	19.5	3,760
6	NBC MONDAY NIGHT MOVIES	19.3	3,730
7	JEFFERSONS	19.2	3,720
8	QUINCY, M.E.(S)	19.0	3,670
9	ALICE	18.9	3,650
10	ONE DAY AT A TIME#	18.8	3,630
11	NBC MOVIE OF THE WEEK	18.6	3,590
12	NBC TUESDAY NIGHT MOVIE	18.1	3,500
13	GAMES PEOPLE PLAY	18.0	3,480
14	REAL PEOPLE	17.9	3,460
15	MAGIC-DAVID COPPERFIELD(S)	17.3	3,350
16	ARCHIE BUNKER'S PLACE	17.1	3,310
17	DALLAS	16.9	3,270
18	CBS NFL FOOTBALL GAME 1	16.3	3,160

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	36	183	194	A	10.1	18	786	1952	704	257	794	287	476	425	343	244	742	271	441	412	375	209	208	79^	208	144^
1 FRI. 9.00P 120 ABC FF		98	98	B	14.1	25	1097																			
2 FRI. 9.00P 114																										
9.00 - 9.30				A	10.2	18	794	1775	638	207	775	282	410	357	300	287	666	232	367	356	334	221	129^	47^	205	113^
9.30 - 10.00				A	9.7	16	755	1801	665	229	776	301	463	405	317	234	674	236	389	369	337	204	166	60^	185	127^
10.00 - 10.30				A	10.4	18	809	2094	729	292	788	275	492	446	360	227	825	324	519	475	413	191	264	105^	217	159
10.30 - 11.00				A	10.2	18	794	2145	787	307	836	281	542	489	405	232	815	301	498	448	422	223	271	106^	223	180
ABC MOVIE SPECIAL(S)			201	A	13.3	23	1035	1844	582	211^	611	258	397	380	268	133^	498	197^	309	297	238	120^	334	133^	401	283
2 THU. 8.00P 120 ABC FF			99																							
8.00 - 8.30				A	11.7	21	910	1754	497	196^	544	205^	305	337	237^	137^	430	167^	277	275	207^	97^	330	169^	450	327
8.30 - 9.00				A	12.5	21	973	1775	466	183^	493	202^	307	310	213^	105^	460	190^	311	307	229^	80^	384	173^	438	321
9.00 - 9.30				A	14.5	24	1128	1910	613	228	630	262	420	386	288	135^	523	195^	311	310	258	137^	335	113^	422	292
9.30 - 10.00				A	14.7	25	1144	1872	705	223	734	341	513	460	307	150^	542	230	327	288	236	146^	289	90^	307	204^
ABC NEWS CLOSEUP(S)			206	A	15.0	26	1167	1584	697	243	743	396	509	394	249	168^	638	310	447	346	262	157^	124^	73^	79^	25v
2 TUE. 10.00P 60 ABC DN			99																							
10.00 - 10.30				A	15.4	26	1198	1623	694	260	733	380	490	401	259	170^	653	328	466	367	263	145^	142^	85^	95^	22v
10.30 - 11.00				A	14.5	26	1128	1543	702	222	753	416	527	392	235	164^	627	293	429	328	261	168^	102^	61^	61^	26v
ABC NEWSBRIEF-M-F	251	190	192	A	13.9	22	1081	1787	736	276	799	320	470	406	320	261	579	241	350	293	225	197	190	95	219	146
1 M & F 8.58P 1 ABC N		98	98	B	16.8	28	1307																			
1 TU-TH 9.58P 1																										
2 MON. 8.53P 2																										
2 TUE. 9.58P 1																										
2 W & TH 9.57P 2																										
2 FRI. 8.58P 1																										
ABC NEWSBRIEF-SAT.	50	193	193	A	17.9	33	1393	2018	749	314	856	382	527	403	302	271	555	248	353	276	204	174	319	186	288	209
1 SAT. 9.57P 2 ABC N		98	98	B	18.6	33	1447																			
2 SAT. 9.58P 1																										
ABC NEWSBRIEF-SUN.	51	192	192	A	19.6	32	1525	2261	778	312	852	373	588	495	389	201	760	348	570	472	326	145	263	134	386	284
1 SUN. 8.57P 2 ABC N		98	98	B	16.2	26	1260																			
2 SUN. 7.58P 1																										
ABC SUNDAY NIGHT MOVIE	44	196	199	A	22.3	36	1735	1856	797	377	887	378	620	486	409	221	670	289	456	402	314	162	179	86	120	90
1 SUN. 9.00P 147 ABC FF		99	99	B	19.1	31	1486																			
2 SUN. 8.00P 180																										
8.00 - 8.30				A	22.4	36	1743	1892	844	415	881	276	535	498	441	289	626	234	374	340	316	186	134^	69^	251	172
8.30 - 9.00				A	23.5	36	1828	1856	873	423	906	307	553	499	434	293	595	208	343	319	311	183	136	67^	219	139
9.00 - 9.30				A	21.3	32	1657	1962	808	387	888	374	612	491	420	225	679	271	449	418	337	165	221	103	174	137
9.30 - 10.00				A	21.5	32	1673	1856	790	365	878	386	616	476	407	211	685	293	456	408	317	171	188	93	105	85
10.00 - 10.30				A	23.6	38	1836	1832	792	366	909	405	660	496	411	207	665	298	463	405	302	156	182	88	76	60^
10.30 - 11.00				A	22.9	39	1782	1793	775	357	898	410	656	493	400	199	667	294	482	414	318	149	171	78	57^	48^
11.00 - 11.30				A	21.0	41	1634	1778	697	359	800	425	627	434	334	130^	766	434	622	495	288	120^	196	88^	16v	16v
ABC WORLD NEWS TONIGHT	240	197	199	A	11.1	23	864	1471	678	214	727	171	312	289	338	358	561	149	250	269	264	249	81	46^	102	64^
M-F 6.30P 30 ABC N		99	99	B	12.2	24	949																			
ABC WRLD NEWS TONIGHT-SUN	41		152	A	7.0	15	545	1870	777	282^	821	251^	397^	357^	282^	338^	639	138^	226^	247^	290^	304^	195^	75v	215^	110v
2 SUN. 6.30P 30 ABC N			85	B	8.6	18	669																			
ALICE	44	191	189	A	18.2	28	1416	1886	826	326	941	305	513	432	406	377	569	155	279	268	262	256	195	114	181	137
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ALICE-CONT'D																										
1 SUN. 8.45P 30 CBS CS		99	99	B	22.7	36	1766																			
2 SUN. 9.00P 30																										
ALL STAR FAMILY FEUD(S)		200		A	17.1	28	1330	2110	729	249	830	357	511	418	304	260	519	255	325	240	175^	144^	363	247	398	312
1 WED. 8.00P 60 ABC QP		99																								
8.00 - 8.30				A	16.2	27	1260	2122	722	235	830	355	518	410	305	261	528	259	344	257	178^	140^	376	240	388	303
8.30 - 9.00				A	18.0	28	1400	2094	732	259	825	358	505	423	301	256	509	252	306	229	167^	146^	354	254	406	322
ANGIE	4	194		A	14.5	24	1128	1602	671	184^	774	280	439	383	294	285	347	163^	219	202^	155^	91^	164^	103^	317	213
1 THU. 8.30P 30 ABC CS		98		B	14.1	27	1097																			
ANGIE(B)			192	A	12.0	22	934	1778	737	205^	832	279	410	379	295	343	459	109^	267	218^	270	187^	146^	63v	341	224^
2 FRI. 8.30P 30 ABC CS			96																							
ARCHIE BUNKER'S PLACE	43	194	197	A	14.9	24	1159	1817	747	317	883	265	409	367	351	407	610	163	296	256	262	285	170	106	154	127
1 SUN. 8.15P 30 CBS CS		99	99	B	20.0	33	1556																			
2 SUN. 8.00P 30																										
BENJI AT WORK(S)		197		A	10.4	18	809	1905	763	182^	873	248^	389	352	320	418	415	114^	152^	212^	193^	203^	219^	189^	398	262^
1 FRI. 8.30P 30 ABC CE		98																								
BENSON	8	198	193	A	12.3	23	957	1788	774	197	851	238	395	377	340	377	486	128	250	268	256	197	162	104^	289	196
FRI. 8.00P 30 ABC CS		99	96	B	12.1	26	941																			
BIG EVENT	2	203	204	A	17.8	28	1385	1964	757	327	847	326	548	501	411	220	782	310	514	471	371	197	169	69^	166	92
1 SUN. 8.00P 115 NBC FV		99	99	B	17.8	28	1385	1964	757	327	847	326	548	501	411	220	782	310	514	471	371	197	169	69	166	92
2 SUN. 9.00P 115																										
8.00 - 8.30				A	14.2	24	1105	2008	740	315	891	313	496	448	414	293	642	191^	359	347	355	211^	180^	99^	295	170^
8.30 - 9.00				A	16.0	26	1245	2005	753	288	874	252	457	433	460	313	686	211	367	381	371	223	179^	97^	266	164^
9.00 - 9.30				A	19.2	30	1494	1974	740	319	823	312	531	484	406	217	780	306	514	480	377	193	166	68^	205	118
9.30 - 10.00				A	19.1	29	1486	1914	761	314	833	314	536	497	415	219	771	298	522	488	377	182	169	56^	141	80^
10.00 - 10.30				A	18.3	29	1424	1955	775	377	847	397	649	577	381	145^	890	419	648	549	369	192	154^	49^	64^	13v
10.30 - 11.00				A	17.7	31	1377	1936	782	367	863	389	640	571	387	165^	888	435	641	533	351	187	158^	61^	27v	LT
CARNIVAL OF THRILLS(S)		183		A	14.6	22	1136	2205	777	277	842	320	481	443	339	302	701	196^	415	342	346	240	336	144^	326	205^
1 TUE. 8.00P 120 CBS CS		98																								
8.00 - 8.30				A	12.8	20	996	2185	727	164^	787	319	411	367	256	317	669	175^	383	314	308	243	356	160^	373	229^
8.30 - 9.00				A	14.5	22	1128	2222	735	238	805	331	449	400	272	302	687	189^	403	335	331	238	335	149^	395	253
9.00 - 9.30				A	14.8	22	1151	2237	805	349	868	300	504	488	394	299	723	204^	438	367	380	240	345	132^	301	183^
9.30 - 10.00				A	16.2	24	1260	2187	847	339	907	332	551	505	415	295	722	214	433	354	361	243	305	130^	253	164^
CARTER FOR PRESIDENT-SUN(S)			193	A	12.6	23	980	1734	740	187^	936	350	510	430	409	305	515	157^	240^	256	221^	246	205^	96^	78^	50v
2 SUN. 10.56P 4 CBS P			98																							
CARTER FOR PRESIDENT-TUE(S)			188	A	13.2	25	1027	1607	654	215^	704	307	507	399	315	157^	737	321	506	437	355	173^	139^	29v	27v	20v
2 TUE. 10.56P 4 CBS P			99																							
CARTER/MONDALE COMM. 2(S)		194		A	15.5	31	1206	2010	889	365	951	418	633	477	368	255	706	250	428	366	289	247	227	171^	126^	94^
1 SAT. 10.56P 4 ABC P		98																								
CARTER/MONDALE COMM. 2(S)			195	A	10.1	20	786	1934	689	245^	774	265^	439	426	354	265^	725	251^	439	429	375	188^	275^	155^	160^	131^
2 FRI. 10.56P 4 ABC P			99																							
CARTER/MONDALE POLIT.-SAT(S)			204	A	12.8	26	996	1865	836	307	932	280	516	472	477	311	706	175^	371	392	427	251	104^	23v	123^	59v
2 SAT. 10.55P 5 NBC P			99																							

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CATASTROPHE(S)		196		A	12.9	20	1004	1559	765	205^	809	387	516	411	261	253	540	234^	335	281	223^	184^	119^	38v	91^	59v
1 THU. 9.00P 60 ABC DO		99																								
9.00 - 9.30				A	13.0	20	1011	1548	714	207^	778	381	490	392	236	247	531	229^	319	260	218^	197^	128^	41v	111^	63^
9.30 - 10.00				A	12.8	20	996	1559	815	199^	836	393	540	429	284	256	547	240	352	299	226^	172^	108^	33v	68^	51v
CBS EVENING NEWS-CRONKITE	10	196	196	A	12.6	26	980	1540	697	212	759	137	267	294	342	417	610	128	276	280	316	288	102	48^	69	49^
M-F 6.30P 30 CBS N		99	99	B	12.6	26	980	1540	697	212	759	137	267	294	342	417	610	128	276	280	316	288	102	48	69	49
CBS EVENING NEWS-DEAN	31		157	A	8.8	18	685	1825	723	319^	860	241^	336^	350	270^	415	749	251^	389	408	295^	289^	89^	37v	127^	104^
2 SUN. 6.30P 30 CBS N			89	B	8.8	19	685																			
CBS SAT. NEWS-SCHIEFFER	46	143	148	A	8.1	20	630	1460	630	190^	673	92^	202	248	311	394	608	109^	261	289	330	292	90^	63^	89^	80^
SAT. 6.30P 30 CBS N		84	85	B	9.7	22	755																			
CBS SATURDAY NIGHT MOVIE	12		188	A	10.5	20	817	1807	656	232^	739	233^	419	383	356	269^	721	304	470	405	325	211^	179^	62v	168^	131^
2 SAT. 8.30P 180 CBS FF			98	B	11.7	24	910																			
8.30 - 9.00				A	9.7	18	755	1918	675	274^	744	243^	402	374	347	294^	755	261^	481	477	375	236^	141^	43v	278^	201^
9.00 - 9.30				A	9.0	16	700	1823	648	204^	728	226^	396	363	330^	297^	780	294^	467	472	364	257^	100^	11v	215^	145^
9.30 - 10.00				A	9.0	16	700	1791	662	199^	751	256^	428	390	337^	278^	739	288^	458	436	339	232^	131^	29v	170^	141^
10.00 - 10.30				A	10.4	20	809	1766	637	204^	727	242^	415	362	342	261^	718	344	461	350	283^	204^	171^	66v	150^	116^
10.30 - 11.00				A	11.5	23	895	1817	672	237^	754	246^	440	395	368	250^	691	344	466	356	272	180^	229^	111^	143^	118^
11.00 - 11.30				A	13.5	29	1050	1715	632	261	711	200^	415	393	374	243	658	276	471	369	329	171^	252	85^	94^	90^
CBS WEDNESDAY NIGHT MOVIE	21	185		A	10.4	16	809	1567	747	312	827	324	479	392	359	300	434	132^	188^	201^	200^	208^	159^	129^	147^	114^
1 WED. 9.00P 120 CBS FF		99		B	15.8	26	1229																			
9.00 - 9.30				A	10.1	15	786	1663	697	348	800	319	447	353	323	316	444	138^	184^	211^	201^	212^	197^	132^	222^	166^
9.30 - 10.00				A	10.4	16	809	1595	751	350	861	342	497	391	364	322	403	112^	158^	183^	189^	201^	170^	127^	161^	124^
10.00 - 10.30				A	10.7	17	832	1494	755	284	820	329	490	395	364	282^	425	131^	192^	192^	188^	203^	137^	126^	112^	88^
10.30 - 11.00				A	10.7	17	832	1465	759	262^	801	299	467	407	371	275^	453	143^	208^	213^	216^	212^	122^	122^	89^	80^
CHARLIE'S ANGELS	42	195		A	13.6	21	1058	1857	635	292	703	280	399	299	234	273	746	375	484	344	254	215^	243	207^	165^	126^
1 WED. 9.00P 60 ABC PD		99		B	19.7	32	1533																			
9.00 - 9.30				A	13.6	21	1058	1872	620	275	689	279	393	299	227	260	734	364	466	335	252	213^	264	236	185^	146^
9.30 - 10.00				A	13.6	20	1058	1834	651	308	717	280	403	298	244	284	759	387	503	350	257	220^	215^	175^	143^	106^
CHINATOWN(S)		191		A	11.0	21	856	1590	688	236^	735	242^	374	353	365	304	613	178^	318	334	339	233^	83^	18v	159^	117^
1 SAT. 8.30P 150 CBS FF		99																								
8.30 - 9.00				A	9.5	19	739	1759	744	267^	779	232^	392	397	394	331	603	181^	306^	320	316^	250^	89^	29v	288^	211^
9.00 - 9.30				A	10.6	20	825	1638	699	232^	734	241^	377	359	373	306	631	179^	321	360	354	236^	82^	15v	191^	122^
9.30 - 10.00				A	11.2	21	871	1567	700	234^	740	217^	350	335	388	326	608	159^	302	323	351	229^	93^	19v	126^	100^
10.00 - 10.30				A	11.9	22	926	1499	656	214^	703	241^	355	335	342	289	613	198^	331	323	324	229^	62v	11v	121^	103^
10.30 - 11.00				A	11.8	23	918	1526	655	237^	725	270	392	347	345	277	617	174^	329	339	351	227^	93^	19v	91^	68^
CHIPS(B)		187		A	10.5	20	817	1849	562	152^	642	183^	318	346	322	259^	575	144^	314	307	281^	213^	167^	102^	465	310
1 SUN. 7.00P 18 NBC OP		82																								
CHIPS	2	207	212	A	17.6	29	1369	2213	661	290	739	290	474	434	332	201	613	217	403	362	306	177	279	151	582	393
1 SUN. 7.18P 42 NBC OP		99	99	B	17.6	29	1369	2213	661	290	739	290	474	434	332	201	613	217	403	362	306	177	279	151	582	393
2 SUN. 8.00P 60																										
7.30 - 8.00				A	15.5	28	1206	1920	590	283	670	223	388	388	322	234	609	190^	351	295	292	210	252	152^	389	247
8.00 - 8.30				A	18.2	29	1416	2471	712	313	785	326	523	472	348	183	615	237	450	422	314	146^	335	169	736	499
8.30 - 9.00				A	20.3	31	1579	2302	685	291	766	334	522	452	327	174	612	235	419	380	306	165	275	141^	649	451
DALLAS	45	192	205	A	19.3	34	1502	1794	818	225	915	382	576	439	384	286	542	179	298	259	251	219	162	69^	175	132
CONT'D																										

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EVENING CONT'D																										
DALLAS-CONT'D																										
1 FRI. 10.00P 56 CBS GD		99	99	B	22.7	40	1766																			
2 FRI. 10.00P 60																										
10.00 - 10.30				A	19.2	33	1494	1814	815	223	902	376	568	438	381	281	541	183	301	254	243	220	167	71^	204	154
10.30 - 11.00				A	19.4	35	1509	1773	823	230	929	390	587	445	387	287	542	177	294	266	255	216	155	64^	147	111
DISNEY'S WONDERFUL WORLD	1		210	A	11.9	20	926	2445	617	191^	755	362	533	415	300	164^	599	266	489	421	316	105^	329	167^	762	444
2 SUN. 7.09P 51 NBC FV			99	B	11.9	20	926	2445	617	191	755	362	533	415	300	164	599	266	489	421	316	105	329	167	762	444
7.00 - 7.30				A	10.9	19	848	2436	582	164^	731	353	509	405	276^	170^	658	312	529	431	329	117^	307	144^	740	453
7.30 - 8.00				A	12.7	21	988	2429	634	205^	763	367	541	421	311	158^	557	236^	459	410	306	98^	340	178^	769	437
DOLLY & CAROL-NASHVILLE(S)		192		A	11.8	19	918	1796	799	354	902	313	509	404	461	349	544	113^	223^	264	325	240^	140^	99^	210^	127^
1 WED. 8.00P 60 CBS GV		97																								
8.00 - 8.30				A	11.7	20	910	1820	821	380	934	332	524	413	465	353	541	111^	213^	267	328	241^	131^	93^	214^	136^
8.30 - 9.00				A	11.9	19	926	1761	772	324	861	291	488	394	456	340	546	117^	231^	263	317	239^	150^	106^	204^	119^
DUKES OF HAZZARD	49	193	203	A	20.3	35	1579	2084	699	214	765	279	465	367	355	258	573	175	294	271	269	250	223	92	523	387
FRI. 9.00P 60 CBS CS		99	99	B	22.0	38	1712																			
9.00 - 9.30				A	19.5	34	1517	2082	691	213	753	268	460	370	350	254	554	163	281	260	264	246	207	80	568	418
9.30 - 10.00				A	21.0	36	1634	2091	710	216	780	295	472	363	357	264	589	186	305	282	274	253	237	101	485	361
ED CLARK FOR PRES. COMM(S)			197	A	14.9	23	1159	1697	622	226	647	168^	326	346	336	238	674	273	418	341	262	224	156^	70^	220	139^
2 MON. 8.55P 4 ABC P			98																							
ED CLARK FOR PRES. COMM(S)		200		A	11.0	20	856	1653	904	307	984	447	600	483	305	286	497	229^	310	266^	172^	137^	136^	73^	36v	19v
1 TUE. 10.56P 4 ABC P		99																								
ED CLARK FOR PRESIDENT-SU(S)		185		A	18.8	30	1463	1743	839	312	893	286	483	472	380	349	553	159^	262	291	220	230	193	117^	104^	61^
1 SUN. 9.45P 3 CBS P		99																								
ED CLARK-PRES.(S)		200		A	15.2	25	1183	1773	786	258	851	234	417	431	472	323	647	163^	346	351	358	248	144^	68^	131^	83^
1 SUN. 9.55P 5 NBC P		99																								
ED CLARK-PRES.-TUE.(S)			202	A	15.4	29	1198	1706	804	340	850	294	533	544	452	239	605	208	346	322	302	213	171^	106^	80^	58^
2 TUE. 10.55P 5 NBC P			99																							
ED CLARK-PRES.-SUN.(S)			203	A	12.7	23	988	1924	779	353	881	371	604	522	395	209^	868	410	601	493	360	200^	160^	62^	15v	LT
2 SUN. 10.55P 5 NBC P			99																							
EIGHT IS ENOUGH	39		200	A	17.9	29	1393	1960	755	302	845	382	551	437	349	234	512	202	308	259	232	180	286	175	317	250
2 WED. 8.00P 120 ABC CS			99	B	20.4	34	1587																			
8.00 - 8.30				A	14.3	25	1113	1876	688	263	778	381	538	409	330	185^	467	178^	249	192^	210^	193^	322	207^	309	240
8.30 - 9.00				A	17.3	28	1346	1870	715	320	788	393	539	432	331	178	475	183	259	223	222	176	277	176	330	239
9.00 - 9.30				A	20.3	32	1579	2056	788	319	882	378	571	471	366	247	545	220	356	314	253	163	278	163	351	296
9.30 - 10.00				A	19.5	30	1517	2010	808	299	911	386	555	432	360	302	543	218	342	285	231	193	281	163	275	225
FACTS OF LIFE	1		173	A	11.1	21	864	1907	682	160^	772	335	516	374	269^	204^	562	227^	282	250^	179^	194^	190^	102^	383	282
2 FRI. 8.30P 30 NBC CS			93	B	11.1	21	864	1907	682	160	772	335	516	374	269	204	562	227	282	250	179	194	190	102	383	282
FANTASY ISLAND	40	194	196	A	16.5	32	1284	1930	787	292	860	384	583	460	330	227	604	243	384	326	228	195	252	161	214	169
SAT. 10.00P 55 ABC A		98	99	B	18.8	35	1463																			
10.00 - 10.30				A	16.6	32	1291	1929	781	290	857	374	573	453	326	238	587	238	369	313	218	193	260	176	225	175
10.30 - 11.00				A	16.4	32	1276	1928	791	295	862	393	592	463	334	218	623	249	403	341	241	195	241	145	202	161
FLINTSTONES	1		180	A	13.1	25	1019	2074	663	176^	792	351	535	394	259	215^	457	148^	293	265	253	146^	127^	75^	698	398
2 FRI. 8.00P 30 NBC CE			95	B	13.1	25	1019	2074	663	176	792	351	535	394	259	215	457	148	293	265	253	146	127	75	698	398

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EVENING CONT'D																										
FOUL PLAY(S)		187		A	17.5	26	1362	1855	776	308	832	304	513	427	367	250	464	182	254	215	185	149^	376	218	183	127^
1 MON. 8.00P 150 CBS FF		99																								
8.00 - 8.30				A	14.2	23	1105	1862	744	226	783	258	452	384	336	284	450	160^	238	221	186^	149^	387	256	242	171^
8.30 - 9.00				A	15.2	23	1183	1821	728	291	798	301	485	397	335	255	468	171^	266	246	220	128^	350	224	205	147^
9.00 - 9.30				A	18.6	27	1447	1909	792	337	872	334	542	450	380	252	479	181	267	219	197	159^	404	220	154^	104^
9.30 - 10.00				A	19.9	28	1548	1883	812	310	861	313	543	452	386	247	458	181	245	200	171	164	386	211	178	128^
10.00 - 10.30				A	19.5	28	1517	1807	788	355	831	303	529	439	385	222	460	209	252	195	159	139^	359	194	157	106^
GAMES PEOPLE PLAY	2	204	200	A	18.0	31	1400	1869	682	285	763	228	415	370	383	288	693	232	409	361	304	248	144	62^	269	160
THU. 8.00P 60 NBC GV		99	99	B	18.0	31	1400	1869	682	285	763	228	415	370	383	288	693	232	409	361	304	248	144	62	269	160
8.00 - 8.30				A	16.4	29	1276	1849	685	279	766	219	394	355	377	309	688	222	394	344	307	257	144	63^	251	155
8.30 - 9.00				A	19.6	33	1525	1877	675	289	754	234	429	379	387	268	698	240	420	370	304	242	142	61^	283	165
GUINNESS BK-WORLD RECORDS(S)		198		A	22.1	36	1719	2366	738	280	831	400	606	504	374	151	814	378	620	507	346	135^	289	142	432	314
1 SUN. 8.00P 60 ABC SC		99																								
8.00 - 8.30				A	20.8	35	1618	2357	714	258	811	387	594	505	370	139^	794	370	591	479	332	139^	293	156	459	329
8.30 - 9.00				A	23.4	38	1821	2368	756	298	843	412	613	502	374	164	833	386	646	531	357	132	285	131	407	303
HAPPY DAYS	46	200	206	A	16.2	27	1260	1891	652	273	765	359	506	399	270	215	482	253	361	297	176	91^	257	156	387	279
TUE. 8.00P 30 ABC CS		99	99	B	19.6	34	1525																			
HART TO HART	32	197		A	13.0	22	1011	1905	982	329	1082	529	748	576	364	223^	550	264	348	303	193^	139^	182^	98^	91^	64^
1 TUE. 10.00P 55 ABC PD		99		B	18.9	32	1470																			
10.00 - 10.30				A	13.3	22	1035	2037	1021	320	1129	561	807	617	391	206^	576	279	375	314	197^	144^	204^	102^	128^	95^
10.30 - 11.00				A	12.7	22	988	1726	929	340	1019	490	675	523	328	240	514	243	314	282	187^	134^	150^	90^	43v	24v
HOW BUGS BUNNY WON-WEST(S)		190		A	14.7	27	1144	2067	663	190^	692	250	438	411	337	215	562	269	417	418	250	107^	278	168^	535	283
1 THU. 8.00P 30 CBS EA		98																								
INCREDIBLE HULK	45	185	189	A	12.5	23	973	1978	683	177	761	263	478	386	383	245	548	152	311	301	281	190	185	82^	484	304
FRI. 8.00P 60 CBS SF		98	94	B	15.7	29	1221																			
8.00 - 8.30				A	10.9	20	848	1910	661	172	734	241	443	380	382	245	577	161	339	317	298	191	200	88^	399	246
8.30 - 9.00				A	14.0	25	1089	2040	706	182	789	281	508	396	392	246	529	147	292	290	269	192	170	74^	552	350
JEFFERSONS	44	190	190	A	19.9	31	1548	1904	865	325	969	325	548	472	412	368	573	177	289	287	242	242	191	113	171	131
1 SUN. 9.15P 30 CBS CS		99	99	B	22.0	35	1712																			
2 SUN. 9.30P 30																										
JOHN SCHNEIDER-BACK HOME(S)			191	A	12.2	21	949	1852	743	250	811	246^	407	381	335	330	519	150^	259	261	272	223^	108^	58v	414	285
2 WED. 8.00P 60 CBS GV			99																							
8.00 - 8.30				A	12.5	22	973	1868	767	266	850	282	433	375	317	350	508	142^	248	258	260	228^	107^	55v	403	274
8.30 - 9.00				A	11.9	19	926	1823	718	231^	767	209^	379	384	348	310	527	160^	272	261	283	215^	105^	61v	424	291
LAVERNE & SHIRLEY	25	202	206	A	16.2	26	1260	1885	727	270	820	368	560	441	316	217	460	242	336	262	152	103	249	140	356	226
TUE. 8.30P 30 ABC CS		99	99	B	17.6	30	1369																			
LITTLE HOUSE-PRAIRIE	1		213	A	21.9	35	1704	2089	887	352	992	359	520	476	385	382	504	205	320	234	184	176	249	178	344	221
2 MON. 8.00P 60 NBC GD			99	B	21.9	35	1704	2089	887	352	992	359	520	476	385	382	504	205	320	234	184	176	249	178	344	221
8.00 - 8.30				A	20.8	34	1618	2098	886	328	995	355	508	468	373	390	501	193	308	216	189	186	256	189	346	213
8.30 - 9.00				A	23.1	35	1797	2066	888	372	987	363	529	483	393	374	498	212	324	246	178	164	239	166	342	227
LOU GRANT	1		192	A	18.1	29	1408	1512	801	221	848	406	610	486	319	222	499	256	368	281	198	113^	120^	75^	45^	21v
2 MON. 10.00P 60 CBS GD			99	B	18.1	29	1408	1512	801	221	848	406	610	486	319	222	499	256	368	281	198	113	120	75	45	21
10.00 - 10.30				A	17.9	28	1393	1504	803	207	840	392	610	483	330	222	479	242	351	279	195	109^	122^	76^	63^	28v
10.30 - 11.00				A	18.2	31	1416	1519	803	233	857	423	611	487	308	225	517	269	384	286	202	114^	117^	73^	28v	13v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
LOVE BOAT	48	201	200	A	19.5	37	1517	2004	737	302	847	367	509	407	294	282	569	238	352	284	207	191	266	147	322	236
SAT. 8.00P 120 ABC CS		98	99	B	19.4	35	1509																			
8.00 - 8.30				A	15.1	30	1175	2055	764	341	890	382	526	436	311	290	606	267	390	317	212	187	241	132	318	234
8.30 - 9.00				A	20.1	38	1564	2003	736	299	841	354	504	399	291	284	561	235	349	295	198	186	265	147	336	238
9.00 - 9.30				A	21.3	40	1657	2000	722	292	834	366	500	392	288	282	564	232	344	274	212	196	256	140	346	256
9.30 - 10.00				A	21.4	39	1665	1975	737	286	836	370	508	407	294	275	555	235	342	265	206	187	290	162	294	215
LYNDA CARTER ENCORE(S)		190		A	19.3	33	1502	1726	766	391	827	304	563	525	414	217	606	220	385	371	271	186	207	121^	86^	62^
1 TUE. 10.00P 60 CBS GV		97																								
10.00 - 10.30				A	19.6	32	1525	1743	747	369	812	291	556	524	412	209	608	216	380	363	268	195	217	124^	106^	78^
10.30 - 11.00				A	19.0	33	1478	1703	787	413	842	319	571	523	417	225	602	219	388	379	273	177	196	116^	63^	44^
MAGIC-DAVID COPPERFIELD(S)			197	A	19.6	34	1525	1742	691	174	768	249	394	338	296	324	535	165	272	277	248	220	149^	84^	290	188
2 THU. 8.00P 60 CBS GV			99																							
8.00 - 8.30				A	18.8	33	1463	1738	690	176	775	242	398	334	313	323	511	155^	250	259	246	219	152^	89^	300	185
8.30 - 9.00				A	20.3	35	1579	1747	696	173	766	259	393	346	283	324	559	176	293	297	250	220	143^	77^	279	188
M*A*S*H	46	185	193	A	17.7	27	1377	1789	814	292	853	369	565	456	356	229	517	252	336	238	179	138	237	106	182	135
1 MON. 10.30P 30 CBS CS		98	99	B	23.5	36	1828																			
2 MON. 9.00P 30																										
MORK & MINDY	31	199		A	11.7	21	910	1657	651	245^	760	276	477	419	327	222^	418	227^	264	219^	138^	121^	183^	92^	296	236^
1 THU. 8.00P 30 ABC CS		99		B	16.7	30	1299																			
NBC FRIDAY MOVIE OF-WEEK(S)		214		A	31.5	53	2451	1969	781	340	873	343	585	546	437	207	784	311	532	494	382	193	163	71^	149	114
1 FRI. 8.00P 180 NBC FF		99																								
8.00 - 8.30				A	27.1	48	2108	1833	724	298	805	281	499	475	409	236	728	293	479	441	336	204	121	57^	179	124
8.30 - 9.00				A	29.4	50	2287	1945	759	325	844	313	540	511	433	226	745	306	500	461	348	190	148	69^	208	138
9.00 - 9.30				A	32.3	53	2513	2057	806	343	898	345	600	562	465	209	794	302	537	508	405	194	197	75^	168	135
9.30 - 10.00				A	33.2	53	2583	2002	785	356	878	350	596	554	446	198	794	302	534	506	406	194	180	73^	150	130
10.00 - 10.30				A	33.5	55	2606	2003	802	358	905	378	635	581	443	188	821	333	567	527	398	188	175	77^	102	82^
10.30 - 11.00				A	33.5	56	2606	1952	784	348	884	369	618	567	433	187	804	326	554	522	390	185	161	75^	103	83^
NBC MAGAZINE	1		190	A	10.0	19	778	1458	645	224^	681	163^	259^	255^	324	346	646	162^	315	292^	325	272^	83^	LT	48v	34v
2 FRI. 10.00P 60 NBC DN			98	B	10.0	19	778	1458	645	224	681	163	259	255	324	346	646	162	315	292	325	272	83	LT	48	34
10.00 - 10.30				A	10.8	20	840	1536	688	225^	727	185^	295	289	333	356	662	183^	340	307	319	270^	89^	LT	58v	44v
10.30 - 11.00				A	9.1	18	708	1367	591	223^	626	137^	213^	213^	311^	338	628	136^	285^	276^	334^	277^	79v	LT	34v	21v
NBC MONDAY NIGHT MOVIES	2	213	202	A	25.9	39	2015	1823	733	331	844	320	497	468	376	267	703	273	479	431	334	185	132	52^	144	100
1 MON. 8.00P 180 NBC FF		99	99	B	25.9	39	2015	1823	733	331	844	320	497	468	376	267	703	273	479	431	334	185	132	52	144	100
2 MON. 9.00P 120																										
8.00 - 8.30				A	25.6	41	1992	1927	682	324	794	302	468	438	351	260	778	318	539	496	358	196	126	18v	229	159
8.30 - 9.00				A	28.4	43	2210	1963	701	330	828	355	538	467	346	235	770	326	544	480	344	193	136	30^	229	164
9.00 - 9.30				A	25.2	37	1961	1832	739	340	850	321	502	465	373	273	635	245	427	379	295	179	151	70	196	137
9.30 - 10.00				A	26.0	37	2023	1778	736	326	843	306	477	459	381	279	664	252	455	414	322	176	127	57^	144	101
10.00 - 10.30				A	26.0	38	2023	1803	759	335	873	321	503	487	397	276	714	273	491	445	346	182	135	58^	81	54^
10.30 - 11.00				A	25.3	41	1968	1753	739	331	843	324	496	482	379	254	722	272	482	425	354	192	118	50^	70	49^
NBC MOVIE OF THE WEEK	2	214	199	A	29.5	46	2295	1760	764	330	859	365	579	507	394	202	659	259	462	398	322	157	146	53	96	59
1 WED. 9.00P 120 NBC FF		99	99	B	29.5	46	2295	1760	764	330	859	365	579	507	394	202	659	259	462	398	322	157	146	53	96	59
2 WED. 9.00P 115																										
9.00 - 9.30				A	28.5	44	2217	1793	759	334	846	342	556	500	398	212	656	256	459	391	321	163	150	51^	141	93
9.30 - 10.00				A	29.6	45	2303	1771	773	324	859	351	578	518	406	203	661	250	461	401	329	161	149	48^	102	65
10.00 - 10.30				A	29.8	47	2318	1738	765	333	871	386	597	512	390	195	657	261	459	401	320	153	139	54	71	43^
10.30 - 11.00				A	30.1	49	2342	1750	766	333	868	383	592	503	389	199	665	266	466	406	326	150	147	58	70	42^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC NEWS UPDATE-M-F	10	188	180	A	22.9	36	1782	1902	732	324	816	300	498	466	381	244	692	268	451	399	320	196	164	69	230	159
1 MON. 9.21P 2 NBC N		95	94	B	22.9	36	1782	1902	732	324	816	300	498	466	381	244	692	268	451	399	320	196	164	69	230	159
1 TUE. 9.08P 1																										
1 W & TH 8.58P 1																										
1 FRI. 9.11P 1																										
2 MWTHF 8.58P 1																										
2 TUE. 9.03P 1																										
NBC NEWS UPDATE-SAT.	2	186	187	A	14.1	26	1097	1968	789	281	866	246	484	461	421	307	734	194	421	427	420	254	115	50^	253	129
1 SAT. 9.10P 1 NBC N		95	96	B	14.1	26	1097	1968	789	281	866	246	484	461	421	307	734	194	421	427	420	254	115	50	253	129
2 SAT. 9.11P 1																										
NBC NEWS UPDATE-SUN.	2	193	186	A	16.2	26	1260	2082	650	300	741	279	450	427	333	218	625	234	402	342	297	185	248	140	468	301
1 SUN. 7.58P 1 NBC N		98	96	B	16.2	26	1260	2082	650	300	741	279	450	427	333	218	625	234	402	342	297	185	248	140	468	301
2 SUN. 8.58P 1																										
NBC NIGHTLY NEWS-SUN.(B)	2	123		A	6.0	12	467	1287	599	201^	625	69v	163^	252^	385^	343^	583	159^	247^	213^	240^	296^	38v	LT	41v	28v
1 SUN. 6.30P 30 NBC N		63		B	5.7	12	443																			
NBC NIGHTLY NEWS-SAT.	44	147	147	A	7.5	19	584	1656	667	151^	719	176^	302	291	299	378	783	248	429	316	341	315	85^	55^	69^	38v
SAT. 6.30P 30 NBC N		85	85	B	8.5	19	661																			
NBC NIGHTLY NEWS	238	207	207	A	11.2	23	871	1651	705	250	784	193	324	327	359	381	671	195	339	312	287	288	83	45^	113	57^
M-F 6.30P 30 NBC N		99	99	B	12.2	24	949																			
NBC SATURDAY NIGHT MOVIES	2	203	204	A	15.5	30	1206	1943	794	271	871	259	490	454	427	298	724	206	417	411	400	245	117	47^	231	130
SAT. 8.00P 175 NBC FF		99	99	B	15.5	30	1206	1943	794	271	871	259	490	454	427	298	724	206	417	411	400	245	117	47	231	130
8.00 - 8.30				A	13.6	27	1058	1972	808	271	871	256	467	424	404	329	706	199	396	376	372	263	108^	52^	287	161
8.30 - 9.00				A	14.5	28	1128	2009	809	263	882	255	476	442	410	330	709	199	406	404	384	249	109	47^	309	166
9.00 - 9.30				A	15.5	29	1206	1962	806	278	879	252	493	465	429	308	730	195	416	430	412	249	112	53^	241	123
9.30 - 10.00				A	16.2	30	1260	1960	801	282	892	275	520	478	437	290	745	208	435	420	417	249	114	49^	209	123
10.00 - 10.30				A	16.7	32	1299	1921	784	267	866	259	501	467	446	271	734	214	431	417	411	242	131	43^	190	111
10.30 - 11.00				A	16.6	32	1291	1850	764	271	844	253	477	454	437	270	723	220	414	418	399	229	128	43^	155	90^
NBC THURSDAY NIGHT MOVIES	2	214	200	A	27.2	45	2116	1791	776	313	849	328	545	471	421	238	706	267	468	421	346	195	120	70	116	71
THU. 9.00P 120 NBC FF		99	98	B	27.2	45	2116	1791	776	313	849	328	545	471	421	238	706	267	468	421	346	195	120	70	116	71
9.00 - 9.30				A	26.5	43	2062	1883	791	320	860	323	542	480	420	247	711	263	453	415	345	212	120	65	192	111
9.30 - 10.00				A	27.5	44	2140	1838	787	318	852	330	544	481	418	237	721	268	467	419	355	210	117	69	148	84
10.00 - 10.30				A	27.9	46	2171	1747	763	308	844	334	551	465	419	234	693	264	470	424	344	180	128	77	82	62
10.30 - 11.00				A	26.9	47	2093	1691	757	303	832	318	535	448	423	238	695	270	475	424	337	178	119	73	45^	30^
NBC TUESDAY NIGHT MOVIE	2	214	202	A	24.7	40	1922	1798	749	319	814	268	478	483	422	248	663	255	424	398	318	183	147	78	174	124
1 TUE. 8.00P 120 NBC FF		99	99	B	24.7	40	1922	1798	749	319	814	268	478	483	422	248	663	255	424	398	318	183	147	78	174	124
2 TUE. 8.00P 175																										
8.00 - 8.30				A	22.5	37	1751	1826	721	308	788	243	431	433	398	276	678	278	433	390	301	185	147	84	213	138
8.30 - 9.00				A	25.2	40	1961	1880	732	311	799	271	466	461	402	252	677	269	440	419	322	175	158	87	246	171
9.00 - 9.30				A	26.6	41	2069	1826	748	329	821	277	489	487	424	239	687	267	455	426	340	175	145	72	173	129
9.30 - 10.00				A	27.4	42	2132	1780	739	321	813	261	480	495	428	238	675	262	445	413	327	178	145	72	147	113
10.00 - 10.30				A	22.0	37	1712	1660	815	338	861	287	516	543	460	242	576	186	320	310	294	206	134^	79^	89^	44^
10.30 - 11.00				A	21.3	38	1657	1649	810	340	857	296	526	542	456	244	583	204	333	320	287	201	135^	80^	74^	52^
NEWSBREAK-M-F	238	169	172	A	13.4	22	1043	1902	683	227	740	274	443	377	317	257	588	203	338	329	286	196	206	94	368	235
1 MON. 8.52P 1 CBS N		92	91	B	14.2	23	1105																			
1 TUE. 8.53P 1																										
1 W & F 8.58P 1																										
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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								AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
EVENING CONT'D																										
NEWSBREAK-M-F-CONT'D																										
1 THU. 8.28P 1																										
2 MWTHF 8.58P 1																										
2 TUE. 8.51P 1																										
NEWSBREAK-SAT.	50	179	175	A	12.1	24	941	2064	758	210	823	233	412	388	375	361	597	199	339	359	297	219	176	69^	468	344
SAT. 8.28P 1 CBS N		92	92	B	11.2	21	871																			
NEWSBREAK-SUN.	50	162	179	A	15.5	24	1206	1874	811	332	925	294	487	426	380	378	620	187	296	292	232	270	204	119	125	82^
1 SUN. 9.48P 2 CBS N		90	94	B	19.5	31	1517																			
2 SUN. 8.58P 1																										
NFL MONDAY NIGHT FOOTBALL	2	201	203	A	18.1	30	1408	1553	406	157	439	172	275	243	187	119	918	395	584	516	393	267	122	24^	74^	55^
1 MON. 9.00P 186 ABC SE		99	99	B	18.1	30	1408	1553	406	157	439	172	275	243	187	119	918	395	584	516	393	267	122	24	74	55
2 MON. 9.00P 184																										
9.00 - 9.30				A	17.5	27	1362	1662	460	157	492	167	281	255	196	167	887	354	547	504	387	277	132	25^	151	101
9.30 - 10.00				A	19.4	29	1509	1577	422	153	456	161	270	242	192	144	923	361	566	526	418	283	101	24^	97	77^
10.00 - 10.30				A	20.0	30	1556	1584	376	148	421	158	250	209	182	125	958	392	605	542	420	279	128	18v	77^	61^
10.30 - 11.00				A	18.3	29	1424	1543	382	133	425	173	252	209	171	122	959	428	622	520	396	273	112	11v	47^	41^
11.00 - 11.30				A	18.1	34	1408	1518	422	193	456	211	328	284	190	82^	922	451	618	522	364	240	103	17v	37^	27^
11.30 - 12.00				A	16.1	38	1253	1439	362	155	381	156	261	255	186	78^	887	402	572	504	374	252	140	47^	31^	24v
ONE DAY AT A TIME	43		196	A	14.7	22	1144	1891	780	304	921	293	477	378	356	388	630	184^	293	246	232	318	161^	95^	179^	139^
2 SUN. 8.30P 30 CBS CS			99	B	19.5	32	1517																			
PAPILLON(S)			186	A	14.7	25	1144	1714	638	186^	689	290	506	396	288	157^	740	327	502	435	321	197^	143^	26v	142^	102^
2 TUE. 8.00P 175 CBS FF			99																							
8.00 - 8.30				A	13.9	24	1081	1764	665	195^	722	256	499	392	310	201^	701	279	434	406	296	219	109^	25v	232	137^
8.30 - 9.00				A	15.2	25	1183	1751	627	178^	671	257	469	376	277	174^	722	307	457	413	303	228	112^	18v	246	180^
9.00 - 9.30				A	15.0	24	1167	1728	638	186^	693	300	503	389	275	166^	746	344	510	437	299	197^	137^	18v	152^	112^
9.30 - 10.00				A	14.9	24	1159	1688	644	191^	687	299	510	395	287	152^	764	356	528	430	317	194^	151^	29v	86^	70^
10.00 - 10.30				A	14.6	24	1136	1680	618	182^	673	317	529	408	284	119^	766	349	546	457	355	180^	181^	41v	60^	53^
10.30 - 11.00				A	14.7	26	1144	1646	628	193^	676	308	515	409	298	126^	745	326	536	472	364	158^	174^	32v	51v	44v
PIECE OF THE ACTION(S)		186		A	11.1	18	864	1627	658	163^	698	228^	410	374	343	241^	633	317	426	327	252^	169^	160^	72^	136^	89^
1 THU. 8.30P 144 CBS FF		99																								
8.30 - 9.00				A	9.4	16	731	1733	725	243^	745	260^	461	393	384	238^	494	236^	333	308^	217^	116^	191^	84^	303^	166^
9.00 - 9.30				A	10.5	16	817	1619	637	151^	692	225^	405	356	319	243^	603	274^	410	323	267^	169^	192^	120^	132^	92^
9.30 - 10.00				A	11.1	17	864	1617	678	139^	719	229^	417	393	335	254^	681	348	466	352	262^	178^	127^	51v	90^	67v
10.00 - 10.30				A	12.4	19	965	1623	632	130^	672	213^	382	355	334	242^	714	388	494	349	260	183^	148^	57v	89^	66^
10.30 - 11.00				A	12.1	20	941	1594	650	173^	692	227^	407	381	358	242^	660	331	416	293	259	201^	144^	56v	98^	73^
PRE-DEBATE-CBS(S)		170		A	15.1	23	1175	1770	867	311	924	257	457	460	401	402	591	159^	250	299	225	262	172^	112^	83^	33v
1 SUN. 9.51P 9 CBS P		86																								
QUINCY, M.E.(S)		205		A	21.4	36	1665	1668	705	259	814	284	504	464	408	233	691	245	427	409	352	220	122^	37^	41^	35v
1 TUE. 10.00P 60 NBC OP		98																								
10.00 - 10.30				A	21.9	36	1704	1701	714	269	825	291	519	479	422	225	689	254	442	418	355	204	133^	38^	54^	47^
10.30 - 11.00				A	20.9	37	1626	1625	695	247	799	274	485	447	392	240	687	235	408	395	348	235	110^	35v	29v	21v
REAGAN/BUSH COMM. 10.56PM(S)		196		A	10.8	18	840	1881	725	257^	801	342	452	311	207^	334	834	352	521	363	365	269^	230^	149^	16v	LT
1 WED. 10.56P 4 ABC P		99																								
REAGAN/BUSH COMM. 1(S)			197	A	14.0	24	1089	1563	688	315	780	305	425	347	320	277	599	213^	361	325	273	221	130^	57^	54v	35v
2 WED. 10.56P 4 ABC P			99																							

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
REAGAN/BUSH COMM. 3(S)			198	A	14.7	29	1144	1777	709	218	785	330	497	386	315	243	553	204^	315	278	203^	215	207	104^	232	193^
2 SAT. 10.56P 4 ABC P			99																							
REAGAN/BUSH POLITICAL-WED(S)			197	A	16.9	29	1315	1626	777	357	932	418	607	476	394	236	487	216	325	247	221	125^	160^	88^	47v	21v
2 WED. 10.55P 5 NBC P			99																							
REAGAN FOR PRESIDENT-THU(S)		187		A	9.5	16	739	1570	652	171^	691	220^	391	381	344	264^	611	284^	372	301^	261^	197^	162^	63v	106^	78v
1 THU. 10.54P 6 CBS P		99																								
REAGAN FOR PRESIDENT-FRI(S)		191		A	13.7	23	1066	1589	804	277	869	327	524	436	391	281	465	149^	267	253	207^	158^	112^	53v	143^	111^
1 FRI. 10.56P 4 CBS P		99																								
REAGAN POLITICAL-SAT.(S)		203		A	14.1	28	1097	1799	714	254	786	238	441	432	399	255	709	263	437	426	347	195^	150^	67^	154^	104^
1 SAT. 10.55P 5 NBC P		99																								
REAL PEOPLE	2	216	212	A	23.1	38	1797	1903	706	300	771	268	459	417	360	242	653	259	421	363	291	192	211	90	268	175
WED. 8.00P 60 NBC U		99	99	B	23.1	38	1797	1903	706	300	771	268	459	417	360	242	653	259	421	363	291	192	211	90	268	175
8.00 - 8.30				A	21.6	37	1680	1896	692	298	762	263	436	400	349	252	650	256	409	355	286	201	221	103	263	172
8.30 - 9.00				A	24.5	39	1906	1912	720	304	780	273	476	432	369	233	658	266	432	374	293	184	203	79	271	175
RUMOR OF WAR-PT. 1(S)			192	A	14.7	24	1144	1628	624	238	667	257	436	456	327	154^	705	293	472	392	360	189^	146^	51v	110^	52v
2 WED. 9.00P 120 CBS GD			99																							
9.00 - 9.30				A	12.7	20	988	1655	642	287	694	257	452	475	354	159^	645	268	422	353	341	175^	136^	53v	180^	92^
9.30 - 10.00				A	14.1	22	1097	1666	655	269	702	267	469	495	357	150^	704	289	477	407	375	182^	141^	60^	119^	54v
10.00 - 10.30				A	16.0	26	1245	1591	613	206	649	246	418	435	314	158^	698	297	471	382	339	187^	155^	50^	89^	33v
10.30 - 11.00				A	16.0	27	1245	1602	590	199	626	256	407	428	293	149^	758	316	508	418	376	207	148^	44v	70^	33v
RUMOR OF WAR-PT. 2(S)			192	A	15.7	27	1221	1665	557	202	622	258	399	354	293	183^	833	390	571	501	353	190^	151^	54^	59^	24v
2 THU. 9.00P 120 CBS GD			99																							
9.00 - 9.30				A	14.7	25	1144	1709	607	203^	674	250	392	362	312	235	775	340	494	447	329	206^	143^	55^	117^	68^
9.30 - 10.00				A	15.0	25	1167	1685	566	184^	630	224	380	344	310	214	830	377	539	487	347	214	156^	70^	69^	35v
10.00 - 10.30				A	16.4	28	1276	1646	544	201	606	257	402	351	293	168^	854	421	604	507	352	181^	152^	50^	34v	LT
10.30 - 11.00				A	16.6	31	1291	1627	521	220	588	295	423	360	259	130^	864	417	633	557	377	164^	151^	44v	24v	LT
60 MINUTES	2	202	202	A	23.6	42	1836	1735	762	347	848	246	401	383	375	366	713	208	364	345	335	290	102	37^	72	57^
1 SUN. 7.15P 60 CBS DN		99	99	B	23.6	42	1836	1735	762	347	848	246	401	383	375	366	713	208	364	345	335	290	102	37	72	57
2 SUN. 7.00P 60																										
7.00 - 7.30				A	24.1	44	1875	1735	721	342	818	231	354	347	326	372	766	209	368	349	357	323	93^	14v	58^	41^
7.30 - 8.00				A	24.2	42	1883	1752	775	357	862	254	413	393	389	363	718	215	375	351	338	285	97	36^	75	56^
SPEAK UP AMERI^CA	1		184	A	10.4	19	809	1702	852	336	885	226^	474	500	454	317	597	179^	301	304	286^	211^	101^	23v	119^	105^
2 FRI. 9.00P 60 NBC U			95	B	10.4	19	809	1702	852	336	885	226	474	500	454	317	597	179	301	304	286	211	101	23	119	105
9.00 - 9.30				A	10.1	18	786	1693	853	335	886	232^	478	493	449	315	590	168^	292^	298^	290^	210^	96^	24v	121^	108^
9.30 - 10.00				A	10.7	19	832	1697	842	334	875	220^	468	502	453	317	602	186^	309	311	284^	210^	105^	23v	115^	100^
SPFX: EMPIRE STRIKES BACK(S)			193	A	14.8	23	1151	2032	575	218	603	302	471	414	238	118^	559	256	433	411	273	83^	267	68^	603	422
2 MON. 8.00P 60 CBS DO			99																							
8.00 - 8.30				A	14.1	23	1097	2021	584	225	615	307	473	414	241	122^	551	258	428	409	259	80^	267	65^	588	410
8.30 - 9.00				A	15.5	24	1206	2031	568	211	591	300	467	412	230	112^	562	251	432	412	283	85^	263	68^	615	432
TAXI	43	200	208	A	16.3	25	1268	1727	793	323	844	388	547	477	332	222	520	259	342	275	171	157	177	106	186	115
TUE. 9.30P 30 ABC CS		99	99	B	21.3	34	1657																			
THAT'S INCREDIBLE	18	186	194	A	17.5	28	1362	1838	674	236	693	220	402	401	346	210	740	286	455	392	298	231	192	100	213	163
1 MON. 8.00P 60 ABC U		97	98	B	19.5	33	1517																			
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

Program / Day / Start Time / Dur / Net / Prog. Type	T/C This Season	Stations & Coverage WK 1	Stations & Coverage WK 2	Key	HH Avg. Aud. %	Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady of House	Working Wom.	Women Total	Women 18-34	Women 18-49	Women 25-54	Women 35-64	Women 55+	Men Total	Men 18-34	Men 18-49	Men 25-54	Men 35-64	Men 55+	Teens (12-17) Total	Teens Fem.	Children (2-11) Total	Children 6-11
EVENING CONT'D																										
THAT'S INCREDIBLE-CONT'D																										
2 MON. 8.00P 55																										
8.00 - 8.30				A	16.6	27	1291	1896	662	225	681	220	391	390	334	207	764	294	471	393	313	238	214	114	237	182
8.30 - 9.00				A	18.5	28	1439	1782	689	249	708	221	414	408	358	216	718	278	443	389	283	226	166	84	190	146
THOSE AMAZING ANIMALS	2	183	184	A	13.2	23	1027	2086	702	243	785	259	466	426	363	263	630	251	414	369	277	173	258	142	413	292
1 SUN. 7.07P 53 ABC U		97	97	B	13.2	23	1027	2086	702	243	785	259	466	426	363	263	630	251	414	369	277	173	258	142	413	292
2 SUN. 7.00P 60																										
7.00 - 7.30				A	11.9	22	926	2056	704	244	788	247	451	417	362	282	637	246	409	364	284	187	249	142	382	252
7.30 - 8.00				A	14.3	25	1113	2113	706	241	784	273	480	431	361	249	629	255	420	377	275	164	267	142	433	319
THREE'S COMPANY	46	198	206	A	17.4	27	1354	1784	785	279	860	373	525	441	328	269	478	232	318	250	166	141	193	120	253	165
TUE. 9.00P 30 ABC CS		98	99	B	24.2	38	1883																			
TIM CONWAY SHOW	2	193	188	A	13.5	27	1050	2066	742	209	810	241	415	383	366	345	622	209	376	381	320	202	180	71^	454	326
SAT. 8.00P 30 CBS CV		98	96	B	13.5	27	1050	2066	742	209	810	241	415	383	366	345	622	209	376	381	320	202	180	71	454	326
TRAPPER JOHN, M.D.	38		194	A	14.9	25	1159	1884	814	259	1017	363	597	493	468	326	531	187^	254	239	205	243	240	110^	96^	56^
2 SUN. 10.00P 56 CBS GD			98	B	19.8	34	1540																			
10.00 - 10.30				A	15.5	25	1206	1915	826	270	1026	365	605	500	470	331	549	208	271	230	203	243	235	112^	105^	63^
10.30 - 11.00				A	14.3	25	1113	1832	792	242	1000	355	582	484	462	319	502	154^	231	247	213	242	246	109^	84^	49v
20/20	39	196	198	A	11.8	20	918	1641	800	201	839	361	544	456	334	235	656	254	400	382	299	187	110^	51^	36^	19v
THU. 10.00P 60 ABC DN		99	99	B	17.6	30	1369																			
10.00 - 10.30				A	11.9	20	926	1656	798	198	821	362	523	442	307	240	651	246	389	383	300	184	132	52^	52^	31v
10.30 - 11.00				A	11.7	20	910	1613	799	202	850	355	558	468	358	230	658	263	408	379	294	189	86^	52^	19v	8v
VEGA$	39	196	196	A	14.3	23	1113	1730	742	307	834	334	474	372	308	299	669	259	406	324	298	233	177	106^	50^	29^
WED. 10.00P 55 ABC PD		99	99	B	18.9	32	1470																			
10.00 - 10.30				A	14.1	22	1097	1756	764	310	861	341	490	381	325	306	654	251	395	321	292	227	184	116	57^	33^
10.30 - 11.00				A	14.5	24	1128	1703	718	304	804	325	453	362	288	292	688	270	419	327	300	242	171	96^	40^	23v
WKRP IN CINCINNATI(B)			186	A	17.2	26	1338	1653	713	229	775	359	559	450	319	193	488	240	364	278	213	106^	222	78^	168^	125^
2 MON. 9.30P 30 CBS CS			98																							
•LATE FRINGE																										
ABC NEWS:NIGHTLINE M-TH	86	190	191	A	7.1	24	552	1424	685	187	700	223	398	361	359	222	673	211	386	391	366	219	51^	15v	LT	LT
1 MON. 12.37A 20 ABC N		97	97	B	7.9	25	615																			
1 TUE. 11.30P 20																										
1 W & TH 11.30P 21																										
2 MON. 12.41A 20																										
2 TUE. 11.30P 23																										
2 W & TH 11.30P 20																										
ABC WEEKEND REPORT-SAT.	47	173	171	A	6.1	13	475	1596	656	212^	723	340	543	397	294	166^	698	171^	404	412	381	235^	85^	40v	90^	49v
SAT. 11.00P 15 ABC N		93	92	B	7.9	16	615																			
ABC WEEKEND REPORT-SUN.	48	166	165	A	4.7	14	366	1536	670	281^	755	351	513	475	368	154^	700	341	533	475	315^	145^	81v	57v	LT	LT
1 SUN. 11.27P 45 ABC N		94	92	B	6.5	15	506																			
2 SUN. 11.00P 15																										
11.30 - 12.00				A	4.7	14	366	1598	740	268^	844	446^	628^	585^	398^	125v	650	355^	548^	478^	278^	102v	104v	87v	LT	LT
CAMPAIGN COUNTDOWN-WED(S)		170		A	4.1	13	319	1141	633^	189v	633^	109v	307^	353^	404^	280^	473^	140v	282^	248^	286^	191^	35v	35v	LT	LT
1 WED. 11.30P 30 CBS P		94																								

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
CAMPAIGN COUNTDOWN-WED(S)		171		A	5.6	18	436	1232	418^	112v	418^	98v	231^	266^	259^	128v	704	304^	413^	356^	345^	186^	110v	49v	LT	LT
2 WED. 11.30P 34 CBS P		93																								
CARTER/MONDALE COMM.1(S)		180		A	4.2	28	327	1257	835	427^	835	297^	513^	506^	483^	215^	422^	137v	324^	238^	260^	98v	LT	LT	LT	LT
2 WED. 12.58A 4 ABC P		96																								
CBS NEWS SPEC. RPT-11.30P(S)		175		A	7.2	22	560	1438	625	362^	719	215^	450	370^	436	193^	660	228^	399^	355^	363^	182^	59v	24v	LT	LT
2 TUE. 11.30P 30 CBS N		95																								
CBS SUNDAY NEWS-BRADLEY	48	114	123	A	7.6	16	591	1736	712	372	956	321	571	387	502	328	663	259	321	224	241	305	67^	37v	50v	50v
1 SUN. 11.04P 15 CBS N		67	71	B	8.4	18	654																			
2 SUN. 11.00P 15																										
CHARLIE'S ANGELS-11.30	21	172	175	A	3.8	17	296	1456	682	155^	750	315^	405^	335^	361^	212^	631	249^	425	351^	307^	165^	75v	57v	LT	LT
1 THU. 11.51P 67 ABC PD		94	95	B	4.8	20	373																			
2 THU. 11.50P 67																										
12.00 - 12.30				A	4.0	17	311	1608	695	145^	769	316^	444	360^	369^	196^	736	325^	534	470	338^	160^	103^	74v	LT	LT
12.30 - 1.00				A	3.5	20	272	1298	663	148^	736	353^	379^	271^	325^	232^	515	185^	317^	217^	249^	173^	47v	47v	LT	LT
DEBATE WRAP-UP-CBS(S)		121		A	6.8	20	529	1554	818	172^	818	249^	392^	450	429^	265^	657	236^	353^	320^	285^	231^	79v	50v	LT	LT
1 SUN. 11.34P 16 CBS P		85																								
DECISION '80-SUN	2	124	127	A	3.4	11	265	1294	633	275^	637	174^	358^	324^	384^	226^	637	195^	376^	343^	336^	238^	20v	LT	LT	LT
1 SUN. 11.34P 30 NBC P		79	78	B	3.4	11	265	1294	633	275	637	174	358	324	384	226	637	195	376	343	336	238	20	LT	LT	LT
2 SUN. 11.30P 30																										
ED CLARK FOR PRESIDENT-TH(S)		171		A	7.1	20	552	935	329^	176^	398^	85v	202^	157^	228^	156^	505	85v	275^	326^	349^	179^	32v	32v	LT	LT
1 THU. 11.30P 4 CBS P		92																								
FRIDAYS	18	176	176	A	6.2	20	482	1610	494	113^	562	309	399	297	211^	91^	594	290	430	353	295	112^	414	202^	40v	40v
FRI. 11.30P 70 ABC GV		94	95	B	7.1	23	552																			
11.30 - 12.00				A	6.4	18	498	1847	543	113^	617	326	427	302	230^	122^	680	322	490	409	343	138^	506	290	44v	44v
12.00 - 12.30				A	6.2	21	482	1477	480	116^	541	305	380	294	202^	78^	544	263	385	321	272	102^	359	145^	33v	33v
LATE MOVIE I	15	147	156	A	5.0	20	389	1404	633	305	694	254	431	344	365	208	612	259	427	365	292	155	84^	41^	14v	LT
1 MON. 11.35P 72 CBS FF		87	89	B	5.0	19	389																			
1 TUE. 11.30P 72																										
1 WED. 12.00M 73																										
1 THU. 11.36P 64																										
1 FRI. 11.30P 71																										
2 MON. 11.30P 72																										
2 TUE. 12.00M 71																										
2 WED. 12.04A 72																										
2 THU. 11.30P 62																										
2 FRI. 11.36P 74																										
11.30 - 12.00				A	6.0	18	467	1454	695	299	760	254	485	442	417	222	591	178	366	337	328	189	77^	43^	26v	LT
12.00 - 12.30				A	4.9	20	381	1394	628	305	701	262	437	327	362	208	585	270	416	360	257	136^	100^	37v	LT	LT
12.30 - 1.00				A	4.2	23	327	1373	543	295	598	254	376	272	309	164^	697	368	548	404	309	137^	74^	46v	LT	LT
LATE MOVIE II	12	145	154	A	3.4	22	265	1158	510	208^	555	159^	314	314	335	166^	528	249	373	297	238	132^	67^	41v	LT	LT
1 MON. 12.47A 46 CBS FF		86	89	B	3.5	21	272																			
1 TUE. 12.42A 41																										
1 THU. 12.46A 38																										
1 FRI. 12.41A 47																										
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
LATE MOVIE II-CONT'D																										
2 MON. 12.42A 38																										
2 TUE. 1.11A 44																										
2 THU. 12.45A 36																										
2 FRI. 12.50A 41																										
1.00 - 1.30				A	3.4	23	265	1155	506	177^	547	151^	310	321	328	166^	528	242	363	294	245	135^	64^	34v	LT	LT
1.30 - 2.00				A	2.7	24	210	910^	434^	196v	434^	95v	214v	219v	339^	120v	476^	243v	395^	290^	233v	67v	LT	LT	LT	LT
LOVE BOAT-11.30	22	174	175	A	4.7	21	366	1178	667	230^	686	200^	336	331	341	238^	418	155^	281^	192^	170^	123^	LT	LT	63v	63v
1 WED. 11.51P 68 ABC CS		95	95	B	5.5	23	428																			
2 WED. 11.50P 68																										
12.00 - 12.30				A	5.0	21	389	1185	669	213^	689	179^	306^	313	338	268^	411	148^	269^	169^	164^	132^	LT	LT	74v	74v
12.30 - 1.00				A	4.5	25	350	1046	617	248^	631	192^	326^	316^	325^	200^	334^	132^	229^	137^	117^	105^	LT	LT	69v	69v
MIDNIGHT SPECIAL	2	193	192	A	4.5	24	350	1286	462	271^	671	331^	554	394	312^	77v	494	234^	354	268^	212^	106^	92^	46v	29v	25v
FRI. 12.30A 90 NBC PC		94	94	B	4.5	24	350	1286	462	271	671	331	554	394	312	77	494	234	354	268	212	106	92	46	29	25
12.30 - 1.00				A	4.9	21	381	1457	447	200^	668	321	510	330	286^	118^	596	311^	452	363	226^	112^	116^	86^	77v	68v
1.00 - 1.30				A	4.8	25	373	1327	523	326	758	361	636	475	378	64v	483	245^	352	244^	195^	91^	86^	35v	LT	LT
1.30 - 2.00				A	3.7	26	288	1049	420	315^	590	323^	539	392^	267^	38v	399^	132^	242^	192^	229^	121^	60v	LT	LT	LT
NBC LATE NIGHT MOVIE	3	83	89	A	1.7	11	132	333^	296^	266^	296^	167v	235^	98v	129v	61v	37v	LT	37v	37v	LT	LT	LT	LT	LT	LT
1 SUN. 12.04A 125 NBC FF		51	53	B	1.8	12	140																			
2 SUN. 12.00M 124																										
12.00 - 12.30				A	1.9	9	148	493^	426^	386^	426^	257^	338^	122v	169v	88v	67v	LT	67v	67v	47v	LT	LT	LT	LT	LT
12.30 - 1.00				A	1.8	10	140	807^	571^	321^	571^	193v	364^	293^	322^	128v	236^	65v	207v	163v	171v	LT	LT	LT	LT	LT
1.00 - 1.30				A	1.7	13	132	788^	659^	409^	659^	250^	462^	333^	371^	121v	129v	61v	107v	54v	68v	LT	LT	LT	LT	LT
1.30 - 2.00				A	1.6	17	124	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
POLICE WOMAN-WED.	2	163	164	A	2.8	23	218	917	477^	234^	477^	106v	202^	308^	303^	169^	395^	129v	308^	179^	238^	87v	LT	LT	45v	45v
1 WED. 1.03A 45 ABC OP		90	93	B	2.8	23	218	917	477	234	477	106	202	308	303	169	395	129	308	179	238	87	LT	LT	45	45
2 WED. 1.02A 43																										
1.00 - 1.30				A	3.0	23	233	1026	536	249^	541	107v	219^	335^	331^	206^	417^	133^	317^	184^	245^	100v	LT	LT	68v	68v
POLICE WOMAN-THU.	2	161	166	A	2.4	21	187	1123	507^	96v	507^	213^	294^	289^	294^	52v	557^	194^	413^	283^	337^	144v	59v	59v	LT	LT
1 THU. 12.58A 57 ABC OP		90	93	B	2.4	21	187	1123	507	96	507	213	294	289	294	52	557	194	413	283	337	144	59	59	LT	LT
2 THU. 1.02A 45																										
1.00 - 1.30				A	2.4	19	187	1086	503^	113v	503^	203^	294^	309^	300^	49v	524^	139v	375^	311^	337^	149v	59v	59v	LT	LT
1.30 - 2.00				A	2.7	26	210	824^	391^	LT	391^	281v	281v	110v	110v	LT	357^	171v	214v	43v	186v	143v	76v	76v	LT	LT
REAGAN/BUSH COMM.12:59AM(S)		179		A	3.2	22	249	751^	385^	172v	394^	100v	100v	121v	129v	173v	221v	100v	148v	48v	48v	73v	LT	LT	136v	136v
1 WED. 12.59A 4 ABC P		95																								
REAGAN/BUSH COMM. 2(S)			178	A	2.1	15	163	1767	943^	275v	938^	434^	595^	551^	474^	129v	798^	221v	583^	496^	454^	178v	31v	31v	LT	LT
2 THU. 12.57A 5 ABC P			95																							
REAGAN FOR PRESIDENT-MON(S)		165		A	7.1	19	552	1534	522	193^	522	129^	230^	216^	281^	249^	687	253^	395^	261^	258^	268^	325^	275^	LT	LT
1 MON. 11.30P 4 CBS P		93																								
REAGAN FOR PRESIDENT-FRI(S)			165	A	10.2	29	794	1709	771	303	907	383	658	577	430	193^	695	232^	422	364	354	227^	107^	86^	LT	LT
2 FRI. 11.30P 4 CBS P			89																							
SATURDAY NIGHT	47	214	214	A	10.7	34	832	1721	583	290	660	386	513	397	232	78^	632	372	480	382	208	95^	342	186	87^	77^
1 SAT. 11.30P 82 NBC GV		99	99	B	12.3	37	957																			
2 SAT. 11.30P 78																										
11.30 - 12.00				A	12.1	33	941	1816	601	317	699	405	536	412	236	96^	637	343	470	416	239	113^	328	173	152	128
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
SATURDAY NIGHT-CONT'D																										
12.00 - 12.30				A	10.6	35	825	1670	608	289	658	374	516	402	247	72^	627	379	479	369	193	86^	350	199	35v	35v
12.30 - 1.00				A	9.4	36	731	1637	485	285^	591	416	496	323^	157^	52v	667	404	525	331	205^	76v	379	215^	LT	LT
TOMORROW SHOW-MON(B)		185		A	2.9	24	226	1119	301^	199v	389^	190v	266v	202v	199v	98v	730^	235v	496^	477^	331^	182v	LT	LT	LT	LT
1 MON. 1.00A 46 NBC CC		98																								
1.00 - 1.30				A	3.0	23	233	1129	330^	227v	420^	206v	283^	223v	214v	107v	709^	250v	507^	485^	339^	146v	LT	LT	LT	LT
TOMORROW SHOW-1	7	191	191	A	4.6	26	358	1198	623	259	676	173	372	424	391	199	478	156^	310	304	223	143^	39v	LT	LT	LT
1 TU-TH 12.30A 30 NBC CC		98	98	B	4.6	26	358	1198	623	259	676	173	372	424	391	199	478	156	310	304	223	143	39	LT	LT	LT
2 M-TH 12.30A 30																										
TOMORROW SHOW-2	7	191	191	A	2.8	23	218	1046	528	248^	583	184^	353	367	325	152^	445	123^	266^	326	240^	105^	LT	LT	LT	LT
1 TUE. 1.00A 51 NBC CC		98	98	B	2.8	23	218	1046	528	248	583	184	353	367	325	152	445	123	266	326	240	105	LT	LT	LT	LT
1 WED. 1.00A 52																										
1 THU. 1.00A 53																										
2 MON. 1.00A 55																										
2 TUE. 1.00A 54																										
2 WED. 1.00A 53																										
2 THU. 1.00A 56																										
1.00 - 1.30				A	3.1	24	241	1100	550	249	605	170^	340	390	362	157^	465	124^	291	349	262	104^	30v	LT	LT	LT
1.30 - 2.00				A	2.5	23	195	903	456	210^	513	200^	354	308	252^	128^	390	123^	221^	277^	190^	93^	LT	LT	LT	LT
TONIGHT SHOW-MON(B)		210		A	6.1	22	475	1200	509	321^	659	249^	417^	322^	300^	205^	534	232^	336^	288^	207^	139^	LT	LT	LT	LT
1 MON. 11.30P 80 NBC GV		99																								
11.30 - 12.00				A	7.7	22	599	1292	543	264^	654	209^	409	358^	320^	204^	624	233^	402	325^	288^	166^	LT	LT	14v	LT
12.00 - 12.30				A	5.8	23	451	1184	470^	388^	682	278^	426^	275^	298^	221^	502^	224^	295^	282^	183^	133v	LT	LT	LT	LT
12.30 - 1.00				A	4.2	21	327	963	493^	325^	621^	290^	410^	317^	255^	175v	342^	232^	232^	201^	39v	71v	LT	LT	LT	LT
TONIGHT SHOW	9	212	211	A	9.2	32	716	1468	680	290	736	242	436	427	376	200	634	285	424	316	252	174	82	40^	16v	11v
1 TU-F 11.30P 60 NBC GV		99	99	B	9.2	32	716	1468	680	290	736	242	436	427	376	200	634	285	424	316	252	174	82	40	16	11
2 M-F 11.30P 60																										
11.30 - 12.00				A	10.1	31	786	1511	689	290	747	253	451	424	373	203	662	289	434	331	266	192	86	47^	16v	15v
12.00 - 12.30				A	8.2	33	638	1415	662	289	717	225	414	427	377	197	605	286	419	302	236	152	79^	32^	14v	9v
TUESDAY MOVIE OF THE WEEK	12	171	172	A	3.7	18	288	1066	600	76v	600	302^	410^	279^	278^	110^	438	199^	254^	223^	180^	142^	28v	28v	LT	LT
1 TUE. 11.50P 90 ABC FF		94	94	B	3.4	19	265																			
2 TUE. 11.53P 93																										
12.00 - 12.30				A	4.1	17	319	1382	825	81v	825	502	618	316^	289^	119^	489	257^	300^	230^	151^	172^	68v	68v	LT	LT
12.30 - 1.00				A	3.5	19	272	982	475	100v	475	132^	269^	291^	343^	122^	507	158^	249^	290^	301^	162^	LT	LT	LT	LT
1.00 - 1.30				A	3.1	22	241	481^	270^	LT	270^	145^	145^	142^	125v	62v	211^	145^	145^	87v	21v	66v	LT	LT	LT	LT
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			191	A	7.9	25	615	1769	762	190^	765	303^	519	446	371^	191^	331^	79v	166^	166^	135^	165^	428	315^	245^	136^
2 WED. 4.30P 60 ABC FV			98																							
4.30 - 5.00				A	7.3	24	568	1702	754	171^	754	301^	507	409^	366^	194^	303^	70v	153^	153^	122^	150^	421	331^	224^	85v
5.00 - 5.30				A	8.5	26	661	1811	770	205^	770	305^	527	480	374	185^	348^	89v	174^	174^	138^	174^	431	299^	262^	175^
ABC DAYTIME NEWSBRIEF-M-F	227	172	173	A	8.0	30	622	1408	991	197	1066	548	855	635	428	173	190	76^	139	104	89^	44^	99	89^	53^	19v
M-F 1.57P 2 ABC N		92	92	B	8.9	31	692																			
ALICE-M-F	10	165	165	A	5.0	29	389	1470	733	193	800	330	491	393	342	257	310	110^	159	136^	137^	128^	84^	53^	276	126^
M-F 10.30A 30 CBS CS		91	91	B	5.0	29	389	1470	733	193	800	330	491	393	342	257	310	110	159	136	137	128	84	53	276	126

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
ALL MY CHILDREN	238	195	190	A	8.9	34	692	1467	1015	198	1086	549	873	653	443	175	216	90	157	113	91	54^	95	93	70^	23^
M-F 1.00P 60 ABC DD		99	98	B	9.3	33	724																			
1.00 - 1.30				A	8.7	33	677	1498	1040	198	1109	556	895	674	456	174	228	94	169	120	98	56^	90	90	71^	25^
1.30 - 2.00				A	9.0	34	700	1440	998	197	1073	546	858	638	436	176	203	82^	144	107	85	53^	98	94	66^	21v
ANOTHER WORLD	34	206	206	A	4.9	18	381	1205	813	204	913	310	483	477	347	349	221	60^	79^	55^	61^	132^	32v	21v	39v	LT
M-F 2.00P 60 NBC DD		99	99	B	5.0	18	389																			
2.00 - 2.30				A	4.9	18	381	1215	806	207	922	318	491	473	338	357	231	75^	93^	59^	57^	131^	27v	15v	35v	LT
2.30 - 3.00				A	4.8	18	373	1196	834	198	920	306	481	491	359	348	206	51^	64^	43^	56^	131^	27v	21v	43^	14v
AS THE WORLD TURNS	10	188	193	A	7.6	28	591	1213	827	112	932	199	439	450	453	410	206	60^	72^	45^	40^	132	17v	16v	58^	20v
1 MTUWF 2.00P 60 CBS DD		98	99	B	7.6	28	591	1213	827	112	932	199	439	450	453	410	206	60	72	45	40	132	17	16	58	20
1 THU. 2.00P 54																										
2 M-F 2.00P 60																										
2.00 - 2.30				A	7.5	28	584	1211	836	106	928	193	435	458	460	407	203	53^	66^	46^	43^	132	20v	17v	60^	20v
2.30 - 3.00				A	7.7	28	599	1210	812	122	925	196	435	439	446	411	211	64^	77^	49^	42^	130	22v	19v	52^	16v
CAPTAIN KANGAROO	15	176	177	A	1.9	11	148	1405	419	88v	453	210^	337^	297^	202^	95v	135^	46v	80v	82v	74v	41v	34v	LT	783	136^
M-F 8.00A 60 CBS C		97	98	B	1.8	10	140																			
8.00 - 8.30				A	1.7	10	132	1568	485	83v	515	220^	372^	332^	243^	129^	181^	69v	106v	113v	91v	53v	LT	LT	842	181^
8.30 - 9.00				A	2.0	11	156	1282	352^	70v	384	192^	295^	257^	160^	70v	109^	38v	70v	70v	58v	LT	LT	LT	762	96v
CARD SHARKS	59	125	126	A	2.7	12	210	1471	890	138^	971	266^	424	391	358	495	281	62v	119^	119^	157^	151^	109^	33v	110^	63v
M-F 12.00N 30 NBC QG		66	67	B	2.8	11	218																			
CARTER FOR PRESIDENT-THU(S)		193		A	6.7	26	521	1322	900	71v	992	121^	504	560	624	401^	230^	22v	86v	64v	64v	144^	LT	LT	100v	52v
1 THU. 2.54P 5 CBS P		99																								
CARTER FOR PRESIDENT-TUE(S)		192		A	6.4	22	498	1275	741	158^	853	124^	319^	367^	430^	443^	280^	84v	132^	98v	70v	148^	29v	LT	113v	72v
1 TUE. 3.53P 4 CBS P		99																								
CARTER/MONDALE COMM. 1(S)		201		A	5.2	29	405	1168	823	233^	823	305^	305^	402^	330^	349^	121v	LT	LT	LT	56v	121v	86v	86v	138v	LT
1 FRI. 8.56A 4 ABC P		99																								
CARTER/MONDALE POLIT.-THU(S)			200	A	4.1	13	319	1210	849	222^	965	267^	514^	536^	422^	357^	183v	69v	69v	69v	35v	114v	31v	31v	31v	LT
2 THU. 3.55P 5 NBC P			98																							
DAVID LETTERMAN-1	59	145	143	A	2.3	13	179	1285	732	168^	737	223^	390	347	262^	324^	497	234^	329	334	168^	118^	LT	LT	28v	LT
M-F 10.00A 30 NBC GV		82	80	B	2.4	12	187																			
DAVID LETTERMAN-2	58	147	146	A	2.2	13	171	1322	789	187^	789	263^	432	369	239^	338^	480	217^	323^	345	176^	99^	35v	LT	LT	LT
M-F 10.30A 30 NBC GV		80	80	B	2.3	12	179																			
DAYS OF OUR LIVES	237	207	207	A	5.5	21	428	1269	816	147	942	309	474	422	350	424	261	84^	103^	80^	94^	153	42^	28v	24v	LT
1 M-F 1.00P 60 NBC DD		99	99	B	6.2	22	482																			
2 MTUWF 1.00P 60																										
2 THU. 1.00P 55																										
1.00 - 1.30				A	5.3	20	412	1296	827	147	956	311	469	422	351	442	282	94^	111^	90^	103^	163	39^	24v	19v	LT
1.30 - 2.00				A	5.6	21	436	1261	820	147	950	314	488	432	356	415	239	69^	87^	68^	84^	148	45^	32v	27v	LT
DOCTORS	35	183	186	A	3.7	16	288	1233	819	169^	931	289	451	434	315	432	247	69^	100^	84^	122^	136^	LT	LT	41v	LT
M-F 12.30P 30 NBC DD		91	91	B	4.0	16	311																			
EDGE OF NIGHT	228	149	150	A	5.0	17	389	1409	825	216	926	476	683	492	309	206	277	118^	141^	82^	82^	131^	95^	95^	111^	29v
1 MTUWF 4.00P 30 ABC DD		82	83	B	5.1	16	397																			
2 M-F 4.00P 30																										

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
FAMILY FEUD						59	177	181	A	6.0	27	467	1450	930	159	992	485	652	534	369	264	258	130	135	96^	73^	113^	60^	37^	140	43^
	M-F	12.00N	30	ABC	QP		94	94	B	7.0	29	545																			
GENERAL HOSPITAL						236	195	196	A	10.7	37	832	1369	826	167	900	486	681	493	317	175	202	74	101	67^	58^	97	170	157	97	58^
	M-F	3.00P	60	ABC	DD		99	99	B	10.1	33	786																			
		3.00 - 3.30							A	10.4	37	809	1350	853	170	927	492	702	513	334	181	205	70^	99	67^	62^	101	156	144	62^	29^
		3.30 - 4.00							A	10.9	37	848	1381	803	166	878	481	664	474	302	172	198	78	103	67^	55^	91	180	169	125	82
GOOD MORNING, AMERICA-730						238	199	200	A	4.6	28	358	1402	740	282	763	208	358	391	377	293	467	146^	282	209	251	145^	74^	24v	98^	58^
	M-F	7.30A	30	ABC	N		99	99	B	4.2	26	327																			
GOOD MORNING, AMERICA-830						239	199	200	A	5.5	31	428	1175	781	174	797	257	388	394	355	318	281	71^	127^	119^	130^	138	13v	11v	84^	23v
	1 MTUTH	8.30A	30	ABC	N		98	98	B	5.7	30	443																			
	1 W & F	8.30A	24																												
	2 M-F	8.30A	30																												
GUIDING LIGHT						10	194	194	A	7.8	27	607	1283	800	144	917	234	462	441	442	387	209	73^	95^	61^	59^	108	46^	30^	111	61^
	1 MWTHF	3.00P	60	CBS	DD		99	99	B	7.8	27	607	1283	800	144	917	234	462	441	442	387	209	73	95	61	59	108	46	30	111	61
	1 TUE.	3.00P	53																												
	2 MTUWF	3.00P	60																												
	2 THU.	3.00P	53																												
		3.00 - 3.30							A	7.7	27	599	1270	815	152	931	238	468	447	445	394	204	71^	94^	63^	60^	104	35^	25v	100	50^
		3.30 - 4.00							A	7.9	27	615	1294	777	142	900	229	454	432	440	379	219	74^	99	68^	64^	112	55^	33^	120	72^
JEFFERSONS M-F						10	152	155	A	4.3	25	335	1433	669	153^	728	343	469	383	278	215	278	96^	137^	130^	136^	124^	147^	75^	280	128^
	M-F	10.00A	30	CBS	CS		86	88	B	4.3	25	335	1433	669	153	728	343	469	383	278	215	278	96	137	130	136	124	147	75	280	128
LOVE BOAT DAYTIME						59	186	187	A	4.8	25	373	1434	780	155^	817	453	616	450	282	171	268	151^	197	134^	104^	61^	91^	64^	258	97^
	M-F	11.00A	60	ABC	CS		97	98	B	7.2	33	560																			
		11.00 - 11.30							A	4.5	25	350	1420	761	156^	799	429	599	445	291	171	266	146^	189	136^	108^	63^	86^	63^	269	100^
		11.30 - 12.00							A	5.1	26	397	1418	788	143^	821	468	621	448	269	172	259	149	194	128^	97^	55^	93^	66^	245	93^
MORNING MON-FRI						10	176	182	A	2.2	14	171	1058	526	158^	555	135^	263^	252^	286^	251^	350	69v	180^	199^	229^	128^	30v	LT	123^	70v
	M-F	7.15A	45	CBS	N		95	97	B	2.2	14	171	1058	526	158	555	135	263	252	286	251	350	69	180	199	229	128	30	LT	123	70
		7.30 - 8.00							A	2.3	14	179	1017	525	145^	553	111^	252^	252^	309^	251^	302^	45v	157^	184^	213^	107^	28v	LT	134^	67v
NEWSBREAK-11.57						10	166	162	A	5.4	27	420	1414	791	156	899	281	474	434	395	349	376	105^	154	143	138^	209	39^	19v	100^	15v
	M-F	11.57A	2	CBS	N		90	90	B	5.4	27	420	1414	791	156	899	281	474	434	395	349	376	105	154	143	138	209	39	19	100	15
NEWSBREAK-3.57						10	176	176	A	6.2	21	482	1301	759	126	886	235	460	425	441	353	231	75^	98^	81^	69^	121^	56^	36^	128	79^
	M-F	3.57P	2	CBS	N		95	95	B	6.2	21	482	1301	759	126	886	235	460	425	441	353	231	75	98	81	69	121	56	36	128	79
ONE DAY AT A TIME-M-F						9	112	116	A	3.6	12	280	1300	653	136^	718	260	403	332	351	253	290	90^	111^	85^	74^	168^	135^	78^	157^	71^
	1 MTUWF	4.00P	30	CBS	CS		66	67	B	3.6	12	280	1300	653	136	718	260	403	332	351	253	290	90	111	85	74	168	135	78	157	71
	2 M-F	4.00P	30																												
ONE LIFE TO LIVE						236	193	194	A	8.9	33	692	1327	919	164	979	515	765	576	372	167	178	69^	102	65^	56^	73^	127	107	43^	19v
	M-F	2.00P	60	ABC	DD		99	99	B	8.8	31	685																			
		2.00 - 2.30							A	8.7	33	677	1328	933	165	995	520	783	596	383	166	169	65^	97	63^	55^	68^	118	97	46^	18v
		2.30 - 3.00							A	9.1	34	708	1314	899	160	958	505	744	555	361	168	183	71^	105	65^	54^	76^	133	116	40^	18v
PASSWORD PLUS						35	173	173	A	4.0	20	311	1270	856	113^	891	254	395	407	351	412	276	93^	122^	109^	116^	141^	35v	LT	68^	LT
	M-F	11.30A	30	NBC	QG		91	91	B	3.7	17	288																			
PRICE IS RIGHT 1						10	182	183	A	5.3	29	412	1427	785	174	887	288	494	431	405	335	357	109^	156	134^	120^	187	52^	25v	131^	27v
	M-F	11.00A	30	CBS	AP		92	92	B	5.3	29	412	1427	785	174	887	288	494	431	405	335	357	109	156	134	120	187	52	25	131	27

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
								AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WEEKDAY DAYTIME CONT'D																										
PRICE IS RIGHT 2	10	183	184	A	6.0	30	467	1439	833	171	932	298	503	435	404	371	357	90^	130	125^	123^	211	38^	21v	112^	17v
M-F 11.30A 30 CBS AP		93	92	B	6.0	30	467	1439	833	171	932	298	503	435	404	371	357	90	130	125	123	211	38	21	112	17
REAGAN/BUSH COMM. 8:56AM(S)		198		A	5.8	30	451	827	517^	217^	614	139^	242^	359^	416^	255^	160^	33v	33v	89v	71v	71v	LT	LT	53v	LT
1 WED. 8.56A 4 ABC P		98																								
REAGAN/BUSH POLITICAL-THU(S)			204	A	4.7	17	366	1221	823	252^	981	285^	465^	464^	401^	440^	178^	113v	113v	31v	LT	65v	62v	43v	LT	LT
2 THU. 1.55P 5 NBC P			99																							
REAGAN FOR PRESIDENT-WED(S)			191	A	7.6	29	591	1271	957	192^	1011	304^	610	575	464	357^	190^	80v	80v	29v	44v	110^	70v	70v	LT	LT
2 WED. 1.54P 5 CBS P			98																							
REAGAN FOR PRESIDENT-THU(S)			194	A	7.0	23	545	1174	765	141^	885	224^	444	362^	460	420^	234^	65v	89v	76v	85v	129^	LT	LT	55v	38v
2 THU. 3.53P 4 CBS P			99																							
REAGAN POLITICAL-TUE.(S)			214	A	4.3	24	335	1239	935	89v	935	376^	549^	492^	352^	317^	304^	91v	134v	176v	163v	128v	LT	LT	LT	LT
2 TUE. 8.55A 5 NBC P			99																							
RYAN'S HOPE	237	183	182	A	6.6	28	513	1417	977	194	1054	526	806	634	402	182	239	78^	159	143	119	65^	39^	33^	85^	19v
M-F 12.30P 30 ABC DD		96	96	B	6.8	26	529																			
SEARCH FOR TOMORROW	10	186	186	A	6.1	26	475	1259	799	145	873	251	447	445	375	359	281	88^	110^	92^	94^	152	40^	33^	65^	20v
M-F 12.30P 30 CBS DD		96	96	B	6.1	26	475	1259	799	145	873	251	447	445	375	359	281	88	110	92	94	152	40	33	65	20
TEXAS	35	199	200	A	4.3	15	335	1263	841	190	919	311	513	469	379	319	209	54^	63^	39v	62^	137^	69^	27v	66^	36v
1 M-F 3.00P 60 NBC DD		97	98	B	4.7	16	366																			
2 MTUWF 3.00P 60																										
2 THU. 3.00P 55																										
3.00 - 3.30				A	4.3	15	335	1293	863	215	935	320	516	470	378	330	216	51^	63^	39v	72^	144^	86^	21v	56^	31v
3.30 - 4.00				A	4.3	14	335	1233	814	164^	901	302	510	466	376	307	207	56^	66^	38v	57^	132^	48^	33v	77^	41v
TODAY SHOW-7.30AM	239	214	214	A	4.4	27	342	1477	805	123^	851	190	330	286	345	483	541	140^	242	226	237	260	21v	LT	64^	44v
M-F 7.30A 30 NBC N		99	99	B	4.3	27	335																			
TODAY SHOW-8.30AM	238	211	211	A	5.4	31	420	1302	813	140	842	229	353	305	342	432	442	106^	183	181	201	212	13v	LT	LT	LT
1 M-F 8.30A 30 NBC N		99	99	B	5.3	28	412																			
2 MWTHF 8.30A 30																										
2 TUE. 8.30A 25																										
WHEEL OF FORTUNE	35	180	179	A	3.5	19	272	1301	824	81^	860	258	390	404	322	397	354	141^	185^	198^	139^	144^	21v	LT	66^	LT
M-F 11.00A 30 NBC QG		88	88	B	3.4	16	265																			
YOUNG AND THE RESTLESS	10	195	196	A	7.4	30	576	1220	850	136	945	326	550	482	392	340	164	55^	66^	59^	57^	89^	22v	14v	89^	26v
1 M-F 1.00P 60 CBS DD		99	99	B	7.4	30	576	1220	850	136	945	326	550	482	392	340	164	55	66	59	57	89	22	14	89	26
2 MTUTHF 1.00P 60																										
2 WED. 1.00P 54																										
1.00 - 1.30				A	7.1	30	552	1239	860	139	956	342	567	486	388	334	167	64^	77^	67^	56^	81^	27v	18v	89^	22v
1.30 - 2.00				A	7.7	31	599	1220	854	131	950	316	545	488	404	347	166	49^	58^	54^	60^	98^	19v	11v	85^	26^
•WEEKEND DAYTIME																										
ABC SUN AFTERNOON BSBL(B)		134		A	6.4	14	498	1580	614	219^	648	112v	225^	172^	351^	406^	708	235^	374^	301^	340^	312^	100v	24v	124^	99v
1 SUN. 6.00P 67 ABC SE		80																								
6.00 - 6.30				A	6.3	14	490	1480	547	216^	589	99v	215^	150^	323^	358^	687	197^	318^	256^	342^	344^	119v	39v	85v	72v
6.30 - 7.00				A	6.6	14	513	1676	679	210^	679	90v	209^	179^	396^	458^	754	275^	432^	347^	357^	301^	84v	14v	159^	117v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
								AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WEEKEND DAYTIME CONT'D																										
ABC SUNDAY AFTERNOON BSBL	6	179	181	A	4.8	12	373	1665	747	255^	768	180^	363	330	330	356	619	154^	299^	271^	272^	285^	182^	55v	96^	89^
SUN. 3.00P 180 ABC SE		99	99	B	5.1	14	397																			
3.00 - 3.30				A	3.8	10	296	1676	672	297^	672	243^	373^	379^	283^	253^	539	124^	337^	283^	281^	196^	217^	31v	248^	248^
3.30 - 4.00				A	4.3	11	335	1722	875	298^	896	358^	543	391	331^	309^	537	98^	268^	217^	260^	255^	119^	LT	170^	170^
4.00 - 4.30				A	4.5	11	350	1589	693	203^	718	100^	318^	309^	358	349	658	204^	329^	258^	219^	300^	196^	56v	17v	17v
4.30 - 5.00				A	5.1	13	397	1605	714	234^	753	95^	310	323	343	395	651	194^	311	296^	249^	306	190^	76v	LT	LT
5.00 - 5.30				A	5.5	14	428	1638	740	266^	761	139^	332	334	334	378	647	154^	316	318	312	274^	190^	81^	40v	40v
5.30 - 6.00				A	5.8	14	451	1650	724	215^	751	174^	312	258^	310	394	615	135^	239^	253^	284	318	162^	53v	122^	80^
ABC WEEKEND SPECIALS	50	183	179	A	5.8	24	451	1880	428	91^	428	205^	310	254^	126^	97^	534	372	384	160^	100^	109^	206^	106^	712	453
SAT. 12.00N 30 ABC FV		95	95	B	5.7	23	443																			
ABC WIDE WORLD-SPORTS SAT	39	207	206	A	9.8	28	762	1621	414	217	475	146^	255	243	245	165	833	337	530	499	378	235	174	28v	139^	87^
1 SAT. 5.10P 80 ABC SA		99	99	B	10.1	27	786																			
2 SAT. 5.00P 90																										
5.00 - 5.30				A	9.4	28	731	1523	371	201	417	152^	241	211	209	145^	857	365	540	509	370	260	155^	25v	94^	42^
5.30 - 6.00				A	9.4	28	731	1475	360	215	427	126^	233	206	239	155^	809	307	498	472	385	249	163^	29v	76^	35v
6.00 - 6.30				A	10.4	28	809	1864	502	238	567	161	289	306	281	188	857	349	565	526	385	212	207	30v	233	173
AFTERNOON PLAYHOUSE(S)			152	A	6.1	14	475	1827	503	334^	730	400^	517	371^	252^	138^	766	262^	481^	526	367^	183^	255^	74v	76v	76v
2 SUN. 5.00P 60 CBS CL			87																							
5.00 - 5.30				A	6.0	14	467	1790	512	351^	722	387^	517	400^	268^	129^	798	245^	490^	542	410^	188^	197^	63v	73v	73v
5.30 - 6.00				A	6.2	14	482	1842	491	315^	735	413^	516	339^	234^	147^	722	269^	464^	506	324^	175^	308^	83v	77v	77v
ALL NEW POPEYE HOUR 1	2	191	188	A	6.8	29	529	1913	320	116^	394	256	294	144^	128^	65^	532	362	423	157^	130^	84^	224^	43v	763	378
SAT. 10.30A 30 CBS CA		98	98	B	6.8	29	529	1913	320	116	394	256	294	144	128	65	532	362	423	157	130	84	224	43	763	378
ALL NEW POPEYE HOUR 2	2	191	188	A	6.5	28	506	2057	387	132^	516	347	384	179^	105^	82^	448	253	354	183^	146^	82^	289	83^	804	390
SAT. 11.00A 30 CBS CA		98	98	B	6.5	28	506	2057	387	132	516	347	384	179	105	82	448	253	354	183	146	82	289	83	804	390
AMERICAN BANDSTAND '80	2	155	153	A	4.5	18	350	1460	448	120^	476	305^	380	270^	99^	72v	460	252^	297^	195^	154^	157^	238^	129^	286^	189^
SAT. 12.30P 60 ABC PC		83	83	B	4.5	18	350	1460	448	120	476	305	380	270	99	72	460	252	297	195	154	157	238	129	286	189
12.30 - 1.00				A	4.2	17	327	1526	498	137^	531	342^	409	299^	94^	95^	409	216^	259^	171^	110^	150^	277^	147^	309^	209^
1.00 - 1.30				A	4.7	18	366	1396	400	102^	421	271^	349	243^	101^	49v	505	283^	329	215^	192^	164^	205^	109^	265^	173^
ANIMALS, ANIMALS, ANIMALS	48		118	A	2.5	10	195	1574	667^	267v	667^	102v	308v	263v	349^	302v	431^	211v	211v	114v	154v	179v	168v	LT	308v	158v
2 SUN. 11.30A 30 ABC CL			83	B	2.6	12	202																			
ASK NBC NEWS-8:58AM	2	193	193	A	3.5	21	272	1452	234^	LT	238^	96v	113^	43v	55v	125^	125^	LT	48v	55v	125^	70v	104v	44v	985	573
SAT. 8.58A 2 NBC CN		97	96	B	3.5	21	272	1452	234	LT	238	96	113	43	55	125	125	LT	48	55	125	70	104	44	985	573
ASK NBC NEWS-9:45AM	2	201	204	A	4.9	23	381	1724	346	92^	346	162^	262^	141^	160^	84^	152^	55v	107^	127^	97^	25v	208^	92^	1018	586
SAT. 9.45A 2 NBC CN		99	99	B	4.9	23	381	1724	346	92	346	162	262	141	160	84	152	55	107	127	97	25	208	92	1018	586
ASK NBC NEWS-10:58AM	2	200	199	A	5.1	22	397	1816	313	111^	325	198^	218^	79^	81^	107^	185^	111^	149^	111^	74v	36v	344	197^	962	646
SAT. 10.58A 2 NBC CN		98	98	B	5.1	22	397	1816	313	111	325	198	218	79	81	107	185	111	149	111	74	36	344	197	962	646
ASK NBC NEWS-11:58AM	2	186	197	A	5.1	22	397	1428	298^	53v	313	99^	175^	169^	166^	104^	296^	152^	222^	153^	128^	74v	137^	80^	682	381
SAT. 11.58A 2 NBC CN		93	97	B	5.1	22	397	1428	298	53	313	99	175	169	166	104	296	152	222	153	128	74	137	80	682	381
BATMAN & SUPER 7 I	1		197	A	4.0	17	311	1154	110v	33v	126v	32v	54v	54v	55v	72v	212^	186v	212^	74v	26v	LT	218^	125v	598^	415^
2 SAT. 11.00A 30 NBC CA			97	B	4.0	17	311	1154	110	33	126	32	54	54	55	72	212	186	212	74	26	LT	218	125	598	415
BATMAN & SUPER 7 II	1		197	A	5.1	20	397	1204	193^	33v	211^	38v	80v	124v	118v	87v	270^	194^	233^	87v	56v	37v	78v	78v	645	414^
2 SAT. 11.30A 30 NBC CA			97	B	5.1	20	397	1204	193	33	211	38	80	124	118	87	270	194	233	87	56	37	78	78	645	414
BUGS BUNNY/ROAD RUNNER I	2	198	199	A	7.5	38	584	1495	263	90^	265	198^	230	109^	56^	21v	185^	103^	142^	82^	39v	43v	160^	72^	885	509
SAT. 9.00A 30 CBS CA		99	99	B	7.5	38	584	1495	263	90	265	198	230	109	56	21	185	103	142	82	39	43	160	72	885	509

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BUGS BUNNY/ROAD RUNNER 2	2	198	199	A	8.4	39	654	1693	316	126^	354	225	263	130^	117^	54^	332	207	285	158^	85^	47^	215	90^	792	440
SAT. 9.30A 30 CBS CA		99	99	B	8.4	39	654	1693	316	126	354	225	263	130	117	54	332	207	285	158	85	47	215	90	792	440
BUGS BUNNY/ROAD RUNNER 3	2	200	199	A	8.4	36	654	1797	349	155^	383	263	300	163^	109^	49^	503	314	408	216	148^	79^	180^	65^	731	377
SAT. 10.00A 30 CBS CA		99	99	B	8.4	36	654	1797	349	155	383	263	300	163	109	49	503	314	408	216	148	79	180	65	731	377
CARTER FOR PRESIDENT-SAT(S)			165	A	5.5	15	428	1467	506^	250^	609	143^	213^	215^	253^	350^	641	200^	339^	221^	246^	283^	107v	28v	110v	68v
2 SAT. 5.55P 4 CBS P			92																							
CARTER FOR PRESIDENT-SAT(S)		171		A	5.1	17	397	1484	577^	222^	686	181^	368^	344^	339^	263^	663	235^	386^	370^	328^	250^	135v	70v	LT	LT
1 SAT. 5.54P 6 CBS P		94																								
CBS NFL FOOTBALL PRE GAME	2	187	190	A	7.1	26	552	1605	389	169^	439	196^	294	257	167^	90^	826	377	614	526	382	170^	273	61^	67^	54v
SUN. 12.30P 30 CBS SC		99	99	B	7.1	26	552	1605	389	169	439	196	294	257	167	90	826	377	614	528	382	170	273	61	67	54
CBS NFL FOOTBALL GAME 1	2	201	201	A	14.4	39	1120	1696	342	180	441	186	278	227	165	129	952	357	589	571	478	282	195	38^	108	78^
1 SUN. 1.00P 189 CBS SE		99	99	B	14.4	39	1120	1696	342	180	441	186	278	227	165	129	952	357	589	571	478	282	195	38	108	78
2 SUN. 1.00P 170																										
1.00 - 1.30				A	13.0	42	1011	1736	373	169	459	217	313	253	158	110^	946	399	623	591	444	241	231	28v	100^	67^
1.30 - 2.00				A	15.1	44	1175	1678	326	162	427	200	297	247	151	99^	941	378	604	579	443	265	201	27^	109	70^
2.00 - 2.30				A	15.4	42	1198	1750	366	185	468	198	293	226	161	142	978	371	606	581	480	297	206	35^	98^	66^
2.30 - 3.00				A	14.3	38	1113	1665	327	177	403	162	253	217	149	121	952	355	588	555	474	291	212	47^	98^	74^
3.00 - 3.30				A	14.8	37	1151	1712	344	201	463	184	278	224	191	146	962	330	568	575	529	297	168	36^	119	90^
3.30 - 4.00				A	14.1	35	1097	1683	333	182	440	165	248	202	180	157	956	323	564	558	515	300	163	54^	124	92^
CBS NFL FOOTBALL GAME 2	1	184		A	11.8	28	918	1525	392	164^	488	199^	291	216^	183^	179^	848	322	574	544	430	235^	72^	33v	117^	103^
1 SUN. 4.11P 184 CBS SE		86		B	11.8	28	918	1525	392	164	488	199	291	216	183	179	848	322	574	544	430	235	72	33	117	103
4.30 - 5.00				A	10.8	27	840	1410	268^	180^	388	200^	257^	171^	113^	120^	853	344	595	564	405	231^	106^	44v	63v	32v
5.00 - 5.30				A	11.3	29	879	1612	227^	128^	351	164^	224^	163^	121^	111^	996	374	726	695	518	240^	91^	38v	174^	151^
5.30 - 6.00				A	11.5	28	895	1427	306	82^	424	179^	239^	175^	143^	164^	842	317	585	566	435	223^	69^	30v	92^	92^
6.00 - 6.30				A	12.5	28	973	1535	462	135^	520	197^	296	235^	204^	208^	807	327	535	485	403	230^	61v	25v	147^	147^
6.30 - 7.00				A	12.7	27	988	1547	548	177^	588	216^	331	252	237^	234^	778	282	494	460	414	233^	56v	27v	125^	125^
CBS NFL FOOTBALL POST	1		179	A	11.8	29	918	1868	363	240^	529	230^	357	278	254^	120^	1043	380	665	662	571	252^	179^	38v	117^	97^
2 SUN. 3.53P 7 CBS SC			91	B	11.8	29	918	1868	363	240	529	230	357	278	254	120	1043	380	665	662	571	252	179	38	117	97
CBS SPORTS SPECTACULAR	2	138	155	A	4.2	13	327	1502	536	287^	600	129^	261^	278^	297^	282^	667	225^	419	354^	304^	221^	156^	76v	79v	61v
1 SAT. 3.30P 90 CBS SA		84	88	B	4.2	13	327	1502	536	287	600	129	261	278	297	282	667	225	419	354	304	221	156	76	79	61
2 SAT. 4.30P 85																										
3.30 - 4.00				A	3.8	13	296	1422	480^	274^	561^	111v	254^	291^	305^	270^	702^	351^	479^	432^	233^	189v	57v	LT	102v	102v
4.00 - 4.30				A	3.8	13	296	1348	489^	301^	550^	104v	253^	301^	271^	249^	753^	283^	489^	459^	345^	233^	45v	LT	LT	LT
4.30 - 5.00				A	4.2	13	327	1532	541	328^	622	150^	288^	306^	297^	261^	647	245^	438	325^	301^	187^	178^	140^	85v	52v
5.00 - 5.30				A	4.6	14	358	1564	563^	260^	607^	135v	241^	245^	292^	305^	593^	113v	330^	306^	330^	227^	280^	97v	84v	59v
5.30 - 6.00				A	5.0	14	389	1494	556^	229^	605^	118v	221^	219^	299^	321^	635	141v	341^	278^	281^	273^	151v	48v	103v	88v
COLLEGE FOOTBALL '80	2	99	124	A	2.0	7	156	1622	333^	147v	340^	115v	193v	193v	110v	147v	642^	353^	482^	397^	263^	154v	230^	LT	410^	154v
1 SUN. 12.00N 30 ABC SA		78	80	B	2.0	7	156	1622	333	147	340	115	193	193	110	147	642	353	482	397	263	154	230	LT	410	154
2 SUN. 12.30P 30																										
DAFFY DUCK SHOW	2	200	199	A	5.1	22	397	1763	305	113^	312	194^	212^	69v	76v	100^	203^	134^	168^	127^	69v	35v	314	166^	934	620
SAT. 10.30A 30 NBC CA		98	98	B	5.1	22	397	1763	305	113	312	194	212	69	76	100	203	134	168	127	69	35	314	166	934	620
DEAR ALEX & ANNIE-11.56AM	50	178	175	A	5.6	24	436	1993	526	124^	526	251^	357	259^	152^	163^	492	287	394	191^	165^	98^	292	162^	683	476
SAT. 11.56A 3 ABC CN		94	94	B	5.0	21	389																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																										
DEAR ALEX & ANNIE-11.26AM	2	96	109	A	3.4	15	265	1302	378^	80v	382^	211^	287^	154^	171^	95v	249^	106v	229^	199^	123^	20v	320^	128^	351^	208^
SUN. 11.26A 3 ABC CN		78	80	B	3.4	15	265	1302	378	80	382	211	287	154	171	95	249	106	229	199	123	20	320	128	351	208
DRAK PACK	2	182	181	A	5.8	24	451	1922	394	122^	518	328	372	200^	114^	76^	374	196^	278	152^	155^	96^	246^	99^	784	461
SAT. 11.30A 30 CBS CA		94	92	B	5.8	24	451	1922	394	122	518	328	372	200	114	76	374	196	278	152	155	96	246	99	784	461
FACE THE NATION	2	146	163	A	3.4	13	265	1385	439^	30v	597	242^	313^	136^	90v	284^	536	90v	222^	276^	302^	238^	86v	45v	166^	124^
SUN. 11.30A 30 CBS CC		92	95	B	3.4	13	265	1385	439	30	597	242	313	136	90	284	536	90	222	276	302	238	86	45	166	124
FLASH GORDON(B)	7	147		A	3.4	16	265	1974	559^	110v	559^	431^	541^	472^	128v	LT	339^	150v	302^	302^	152v	37v	320^	89v	756^	246^
1 SAT. 12.30P 30 NBC CA		74		B	4.3	18	335																			
FRED & BARNEY/SHMOO 1	2	201	204	A	4.1	21	319	1690	317^	41v	317^	101^	201^	162^	140^	116^	129^	LT	55v	77v	117^	52v	190^	87v	1054	669
SAT. 9.00A 30 NBC CA		99	99	B	4.1	21	319	1690	317	41	317	101	201	162	140	116	129	LT	55	77	117	52	190	87	1054	669
FRED & BARNEY/SHMOO 2	2	201	204	A	5.1	24	397	1776	359	95^	362	181^	280^	165^	147^	82^	161^	62v	117^	140^	99^	21v	209^	88^	1044	623
SAT. 9.30A 30 NBC CA		99	99	B	5.1	24	397	1776	359	95	362	181	280	165	147	82	161	62	117	140	99	21	209	88	1044	623
FRED & BARNEY/SHMOO 3	2	201	204	A	5.3	23	412	1828	364	71v	367	229^	289^	119^	104^	78^	230^	126^	168^	171^	104^	53v	244^	101^	987	603
SAT. 10.00A 30 NBC CA		99	99	B	5.3	23	412	1828	364	71	367	229	289	119	104	78	230	126	168	171	104	53	244	101	987	603
GODZILLA/DYNOMUTT HOUR I	1		192	A	2.5	23	195	2179	349^	67v	349^	109v	292v	292v	183v	57v	209v	LT	39v	39v	209v	170v	292v	153v	1329	738^
2 SAT. 8.00A 30 NBC CA			96	B	2.5	23	195	2179	349	67	349	109	292	292	183	57	209	LT	39	39	209	170	292	153	1329	738
GODZILLA/DYNOMUTT HOUR II	1		193	A	3.5	22	272	1754	210v	LT	210v	56v	117v	117v	61v	93v	188v	LT	37v	51v	188v	137v	294^	183v	1062	706^
2 SAT. 8.30A 30 NBC CA			96	B	3.5	22	272	1754	210	LT	210	56	117	117	61	93	188	LT	37	51	188	137	294	183	1062	706
GODZILLA	1	163		A	3.9	18	303	1673	478^	73v	478^	313^	386^	201^	165v	63v	124v	124v	124v	124v	LT	LT	235^	76v	836	260^
1 SAT. 12.00N 30 NBC CA		79		B	3.9	18	303	1673	478	73	478	313	386	201	165	63	124	124	124	124	LT	LT	235	76	836	260
GODZILLA/GLOBETROTTERS 1	1	193		A	2.3	21	179	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
1 SAT. 8.00A 30 NBC CA		97		B	2.3	21	179	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
GODZILLA/GLOBETROTTERS 2	1	193		A	3.7	24	288	1101	184v	LT	184v	128v	128v	LT	56v	56v	73v	LT	73v	73v	73v	LT	LT	LT	844	521^
1 SAT. 8.30A 30 NBC CA		97		B	3.7	24	288	1101	184	LT	184	128	128	LT	56	56	73	LT	73	73	73	LT	LT	LT	844	521
GREATEST SUPERFRIENDS-1	50	192	192	A	3.2	29	249	1912	354^	145^	354^	141^	281^	201^	140^	73v	214^	145^	166^	164^	69v	33v	119v	35v	1225	764
SAT. 8.00A 30 ABC CA		94	94	B	3.6	28	280																			
GREATEST SUPERFRIENDS-2	50	192	192	A	4.4	28	342	1933	324^	123^	324^	133^	270^	210^	137^	54v	197^	85v	124^	129^	112^	50v	90^	24v	1322	800
SAT. 8.30A 30 ABC CA		94	94	B	5.1	29	397																			
IN THE NEWS- 8.26AM	2	182	184	A	3.5	27	272	1357	228^	30v	228^	165^	165^	52v	23v	40v	254^	LT	147^	147^	177^	107v	LT	LT	864	397^
SAT. 8.26A 3 CBS CN		98	98	B	3.5	27	272	1357	228	30	228	165	165	52	23	40	254	LT	147	147	177	107	LT	LT	864	397
IN THE NEWS- 8.56AM	2	184	183	A	5.8	33	451	1421	262^	74^	262^	189^	216^	95^	60v	25v	113^	LT	59v	59v	59v	54v	53v	26v	993	568
SAT. 8.56A 3 CBS CN		97	97	B	5.8	33	451	1421	262	74	262	189	216	95	60	25	113	LT	59	59	59	54	53	26	993	568
IN THE NEWS- 9.26AM	2	198	199	A	7.9	38	615	1580	287	93^	291	201	248	123^	77^	29v	223	135^	179^	90^	44v	44v	180^	92^	886	513
SAT. 9.26A 3 CBS CN		99	99	B	7.9	38	615	1580	287	93	291	201	248	123	77	29	223	135	179	90	44	44	180	92	886	513
IN THE NEWS- 9.59AM	2	198	199	A	8.8	39	685	1801	345	152^	378	259	292	154^	109^	46^	459	281	383	205	138^	67^	183	76^	781	423
SAT. 9.59A 3 CBS CN		99	99	B	8.8	39	685	1801	345	152	378	259	292	154	109	46	459	281	383	205	138	67	183	76	781	423
IN THE NEWS-11.56AM	2	182	181	A	5.7	24	443	1921	359	77^	515	321	376	200^	113^	81^	348	192^	290	173^	133^	58v	229^	93^	829	510
SAT. 11.56A 3 CBS CN		94	92	B	5.7	24	443	1921	359	77	515	321	376	200	113	81	348	192	290	173	133	58	229	93	829	510

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
IN THE NEWS-12.26PM					2	180	184	A	6.0	24	467	1653	355	94^	463	229^	297	164^	136^	126^	367	91^	225^	186^	200^	142^	184^	100^	639	426
SAT.	12.26P	3	CBS	CN		98	98	B	6.0	24	467	1653	355	94	463	229	297	164	136	126	367	91	225	186	200	142	184	100	639	426
IN THE NEWS-12.56PM					2	172	171	A	7.0	28	545	1629	252	171^	342	142^	217^	147^	150^	79^	327	134^	239	182^	172^	78^	214^	106^	746	461
SAT.	12.56P	3	CBS	CN		92	93	B	7.0	28	545	1629	252	171	342	142	217	147	150	79	327	134	239	182	172	78	214	106	746	461
IN THE NEWS- 1.26PM					2	172	171	A	6.4	24	498	1524	364	140^	433	122^	248	224^	203^	165^	291	105^	184^	160^	186^	87^	238^	121^	562	365
SAT.	1.26P	3	CBS	CN		92	93	B	6.4	24	498	1524	364	140	433	122	248	224	203	165	291	105	184	160	186	87	238	121	562	365
IN THE NEWS- 8.26AM-SUN.					2	43	44	A	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN.	8.26A	3	CBS	CN		32	33	B	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.56AM-SUN.					2	39	41	A	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN.	8.56A	3	CBS	CN		33	35	B	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS-10.56AM					2	191	188	A	6.5	28	506	1672	330	120^	405	268	303	143^	125^	69^	321	157^	215^	157^	124^	82^	216^	37v	730	346
SAT.	10.56A	3	CBS	CN		98	98	B	6.5	28	506	1672	330	120	405	268	303	143	125	69	321	157	215	157	124	82	216	37	730	346
IN THE NEWS-11.26AM					2	191	188	A	6.4	28	498	2106	385	114^	513	337	370	186^	101^	75^	467	257	366	179^	160^	94^	311	83^	815	448
SAT.	11.26A	3	CBS	CN		98	98	B	6.4	28	498	2106	385	114	513	337	370	186	101	75	467	257	366	179	160	94	311	83	815	448
ISSUES AND ANSWERS					45	106	173	A	3.1	12	241	1282	362^	104v	362^	41v	71v	108v	104v	254^	685	340^	436^	341^	241^	216^	173^	45v	62v	62v
1 SUN.	11.30A	30	ABC	CC		82	94	B	3.3	14	257																			
2 SUN.	12.00N	30																												
JASON OF STAR COMMAND					2	39	41	A	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN.	8.30A	30	CBS	CL		33	35	B	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JETSONS					1	193		A	5.0	23	389	1771	459^	114v	459^	192^	346^	271^	221^	113v	193^	125v	125v	141v	68v	52v	238^	140v	881	557^
1 SAT.	11.00A	30	NBC	CA		95		B	5.0	23	389	1771	459	114	459	192	346	271	221	113	193	125	125	141	68	52	238	140	881	557
JETSONS					1		143	A	3.6	13	280	1675	372^	175v	479^	330^	330^	215v	35v	114v	268^	50v	104v	54v	129v	164v	153v	78v	775^	390^
2 SAT.	12.30P	30	NBC	CA			74	B	3.6	13	280	1675	372	175	479	330	330	215	35	114	268	50	104	54	129	164	153	78	775	390
JONNY QUEST					1	185		A	4.5	21	350	1720	418^	80v	418^	152v	284^	228^	223^	117v	348^	143v	246^	255^	205^	93v	179^	93v	775	473^
1 SAT.	11.30A	30	NBC	CA		93		B	4.5	21	350	1720	418	80	418	152	284	228	223	117	348	143	246	255	205	93	179	93	775	473
JONNY QUEST					1		155	A	4.2	16	327	1621	434^	61v	495^	297^	330^	196^	91v	107v	286^	97v	214^	117v	138v	72v	83v	LT	757	379^
2 SAT.	12.00N	30	NBC	CA			77	B	4.2	16	327	1621	434	61	495	297	330	196	91	107	286	97	214	117	138	72	83	LT	757	379
KIDS ARE PEOPLE TOO I					2	96	108	A	3.1	15	241	1100	327^	37v	332^	166^	182^	61v	124v	150^	182^	61v	107v	95v	63v	75v	287^	79v	299^	203^
SUN.	10.30A	30	ABC	CL		78	80	B	3.1	15	241	1100	327	37	332	166	182	€1	124	150	182	61	107	95	63	75	287	79	299	203
KIDS ARE PEOPLE TOO II					2	96	109	A	3.6	16	280	1368	420^	72v	424^	178^	240^	119^	197^	184^	275^	115^	237^	204^	146^	38v	311^	100v	358^	225^
SUN.	11.00A	30	ABC	CL		78	80	B	3.6	16	280	1368	420	72	424	178	240	119	197	184	275	115	237	204	146	38	311	100	358	225
LAFF-A-LYMPICS					13	178	175	A	5.7	24	443	1971	495	111^	495	219^	337	240^	164^	152^	443	286	361	162^	122^	82^	286	146^	747	461
SAT.	11.30A	30	ABC	CA		94	94	B	5.4	24	420																			
MEET THE PRESS					2	159	140	A	3.6	15	280	1307	605	75v	640	118^	172^	136^	190^	425^	499	160^	228^	142^	168^	271^	21v	21v	147^	147^
SUN.	12.00N	30	NBC	CC		93	90	B	3.6	15	280	1307	605	75	640	118	172	136	190	425	499	160	228	142	168	271	21	21	147	147
MIGHTY MOUSE-HECKL-JECKL					2	182	184	A	3.1	26	241	1456	274^	42v	274^	178^	178^	83v	29v	67v	278^	LT	161^	161^	179^	117v	21v	LT	883	432^
SAT.	8.00A	30	CBS	CA		98	98	B	3.1	26	241	1456	274	42	274	178	178	83	29	67	278	LT	161	161	179	117	21	LT	883	432
NBC MAJOR LEAGUE PRE GAME					2	208	201	A	4.6	17	358	1514	425	120^	489	175^	268^	119^	155^	214^	688	277^	380	288^	279^	271^	144^	31v	193^	71v
1 SAT.	2.00P	16	NBC	SC		99	97	B	4.6	17	358	1514	425	120	489	175	268	119	155	214	688	277	380	288	279	271	144	31	193	71
2 SAT.	2.00P	22																												

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NBC MAJOR LEAGUE BASEBALL	2	208	201	A	5.9	20	459	1414	483	109^	559	161^	277	177^	214^	262^	690	229^	338	322	292	304	79^	LT	86^	74^
1 SAT. 2.16P 177 NBC SE		99	97	B	5.9	20	459	1414	483	109	559	161	277	177	214	262	690	229	338	322	292	304	79	LT	86	74
2 SAT. 2.22P 158																										
2.30 - 3.00				A	5.0	18	389	1393	440	79^	499	137^	277^	174^	216^	209^	694	267^	356	272^	250^	301^	77v	LT	123^	114^
3.00 - 3.30				A	5.9	20	459	1390	426	113^	498	141^	259^	164^	218^	221^	750	277	403	310	295	298	72^	LT	70^	70^
3.30 - 4.00				A	6.1	20	475	1400	485	110^	548	151^	254	171^	217^	275	627	177^	252^	272	275	317	92^	17v	133^	133^
4.00 - 4.30				A	6.4	20	498	1355	493	96^	578	181^	278	176^	208^	275	647	233^	298	313	248	298	76^	LT	54v	54v
4.30 - 5.00				A	6.6	21	513	1357	468	119^	577	166^	262	183^	210^	285	690	183^	318	376	348	314	76^	LT	14v	14v
NCAA FOOTBALL PRE GAME	2	210	212	A	6.8	27	529	1408	333	83^	336	131^	198^	163^	139^	120^	672	231	347	301	275	261	181^	53v	219^	95^
1 SAT. 1.30P 17 ABC SC		99	99	B	6.8	27	529	1408	333	83	336	131	198	163	139	120	672	231	347	301	275	261	181	53	219	95
2 SAT. 1.30P 15																										
NCAA FOOTBALL GAME	2	210	213	A	8.5	29	661	1486	309	82^	315	116^	166^	159^	113^	125^	852	358	505	463	348	289	189	60^	130^	69^
1 SAT. 1.47P 191 ABC SE		99	99	B	8.5	29	661	1486	309	82	315	116	166	159	113	125	852	358	505	463	348	289	189	60	130	69
2 SAT. 1.45P 183																										
2.00 - 2.30				A	9.2	34	716	1517	285	69^	285	138^	160^	141^	56^	106^	827	320	473	469	375	252	192	70^	213	94^
2.30 - 3.00				A	9.1	32	708	1541	326	106^	328	154^	186	172	88^	116^	821	377	516	470	325	251	223	81^	169^	77^
3.00 - 3.30				A	8.0	27	622	1497	321	88^	321	122^	165^	174^	113^	133^	897	378	518	489	367	316	179^	54^	100^	64^
3.30 - 4.00				A	8.4	28	654	1471	275	70^	275	68^	119^	133^	122^	137^	922	396	534	488	359	335	155^	46v	119^	72^
4.00 - 4.30				A	8.7	28	677	1461	319	71^	332	92^	161^	164^	149^	145^	897	381	555	491	372	298	168^	53^	64^	52^
4.30 - 5.00				A	7.5	25	584	1349	278^	134^	314^	56v	166^	151^	170^	127^	694	302^	436	352^	255^	258^	288^	75v	53v	53v
NCAA FOOTBALL POST GAME	2	209	213	A	8.8	28	685	1534	347	116^	393	140^	223	170^	181	138^	859	394	552	478	343	261	227	40v	55^	30v
1 SAT. 4.58P 12 ABC SC		99	99	B	8.8	28	685	1534	347	116	393	140	223	170	181	[illegible]	859	394	552	478	343	261	227	[illegible]	[illegible]	[illegible]
2 SAT. 4.48P 12																										
NEW FAT ALBERT SHOW	2	180	184	A	6.1	25	475	1655	344	100^	461	228^	286	142^	129^	139^	319	106^	207^	157^	152^	112^	238^	125^	637	400
SAT. 12.00N 30 CBS CA		98	97	B	6.1	25	475	1655	344	100	461	228	286	142	129	139	319	106	207	157	152	112	238	125	637	400
NFL '80-NBC	2	173	162	A	5.0	19	389	1627	432	57v	511	112^	275^	254^	261^	221^	741	287^	526	524	390	134^	174^	46v	201^	188^
SUN. 12.30P 30 NBC SC		91	88	B	5.0	19	389	1627	432	57	511	112	275	254	261	221	741	287	526	524	390	134	174	46	201	188
NFL FOOTBALL GAME 1-NBC	2	213	202	A	14.0	38	1089	1611	391	151	442	168	263	258	192	129	859	330	548	507	416	239	156	58^	154	95^
1 SUN. 1.00P 187 NBC SE		99	86	B	14.0	38	1089	1611	391	151	442	168	263	258	192	129	859	330	548	507	416	239	156	58	154	95
2 SUN. 1.00P 166																										
1.00 - 1.30				A	11.0	35	856	1522	347	160	417	162	267	218	168	131^	793	308	504	476	373	216	195	77^	117^	88^
1.30 - 2.00				A	14.2	41	1105	1508	352	148	391	136	229	218	182	118	843	304	527	499	425	235	155	50^	119	76^
2.00 - 2.30				A	14.0	38	1089	1603	417	153	468	193	274	270	194	133	806	315	514	475	382	224	142	45^	187	112
2.30 - 3.00				A	13.6	36	1058	1623	410	145	465	194	271	271	184	134	842	342	552	491	385	229	167	61^	149	100^
3.00 - 3.30				A	14.5	37	1128	1726	407	142	454	169	276	288	202	121	924	354	590	538	445	258	166	71^	182	108
3.30 - 4.00				A	19.8	51	1540	1656	395	156	457	132^	271	295	242	134^	942	348	593	569	495	267	110^	47^	147^	64^
NFL FOOTBALL GAME 2-NBC	2		214	A	14.5	34	1128	1707	304	189^	413	188^	247	201^	158^	123^	967	442	677	562	437	225	153^	69^	174^	117^
2 SUN. 4.35P 138 NBC SE			97	B	14.6	34	1136																			
& 6.59P 10																										
4.30 - 5.00				A	11.7	29	910	1607	328	171^	390	175^	246^	216^	172^	99^	990	492	682	556	418	233^	126^	57v	101^	77^
5.00 - 5.30				A	14.5	36	1128	1625	346	197^	420	176^	239	197^	158^	132^	921	456	630	503	382	222	151^	78^	133^	76^
5.30 - 6.00				A	15.4	37	1198	1656	278	206	394	155^	223	219	172^	116^	921	408	628	553	427	210	179^	97^	162^	119^
6.00 - 6.30				A	16.1	37	1253	1780	264	207	431	235	276	172^	140^	120^	1031	495	766	601	442	221	137^	54^	181^	126^
6.30 - 7.00				A	15.6	33	1214	1735	278	169^	380	167^	219	177^	154^	130^	1029	390	708	604	528	266	143^	42v	183^	128^
NFL FOOTBALL POST-NBC	1	164		A	7.3	18	568	1627	410^	153^	484	146^	229^	319^	270^	102v	943	349^	639	557	511	253^	57v	14v	143^	68v
1 SUN. 4.07P 15 NBC SC		74		B	7.3	18	568	1627	410	153	484	146	229	319	270	102	943	349	639	557	511	253	57	14	143	68

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL POST 2-NBC	1		188	A	10.7	22	832	1684	292	103^	349	148^	189^	161^	140^	144^	992	359	697	614	517	260^	108^	9v	235^	149^
2 SUN. 6.53P 6 NBC SC			80	B	10.7	22	832	1684	292	103	349	148	189	161	140	144	992	359	697	614	517	260	108	9	235	149
NFL FOOTBALL POST-NBC(B)			142	A	4.8	12	373	1786	281^	83v	313^	156v	156v	104v	134v	118v	1038	584^	707	477^	338^	214^	282^	102v	153v	153v
2 SUN. 3.52P 8 NBC SC			65																							
PLASTICMAN COMEDY-SHOW-1	50	192	193	A	4.5	23	350	1943	231^	69v	231^	119^	204^	161^	101^	LT	171^	115^	140^	116^	56v	LT	160^	76v	1381	837
SAT. 9.00A 30 ABC CA		99	99	B	5.1	25	397																			
PLASTICMAN COMEDY-SHOW-2	50	192	193	A	4.7	22	366	1937	264^	60v	267^	153^	221^	202^	95^	25v	232^	120^	153^	136^	72v	40v	181^	115^	1257	788
SAT. 9.30A 30 ABC CA		99	99	B	5.1	23	397																			
SCHOOLHOUSE ROCK-8.56AM	50	192	192	A	4.2	25	327	1847	323^	121^	323^	125^	247^	186^	122^	76v	218^	92v	126^	120^	126^	70v	95^	34v	1211	753
SAT. 8.56A 3 ABC CN		94	94	B	4.9	27	381																			
SCHOOLHOUSE ROCK-10.26AM	37	191	191	A	6.2	27	482	1606	148^	LT	148^	74^	100^	90^	52v	29v	149^	109^	135^	69^	40v	14v	230^	159^	1079	714
SAT. 10.26A 3 ABC CN		98	98	B	5.0	21	389																			
SCHOOLHOUSE ROCK-11.26AM	50	194	194	A	7.0	32	545	1569	336	85^	339	221^	265	176^	66^	66^	203^	128^	159^	124^	75^	44v	240	96^	787	500
SAT. 11.26A 3 ABC CN		98	98	B	6.1	25	475																			
SCHOOLHOUSE ROCK-11.55AM	48		118	A	2.6	10	202	1678	708^	282v	708^	159v	337^	232v	376^	317^	441^	198v	198v	79v	129v	213v	217v	24v	312^	149v
2 SUN. 11.55A 4 ABC CN			83	B	2.8	12	218																			
SCOOBY AND SCRAPPY DOO-1	37	194	194	A	7.1	31	552	1650	240	26v	242	135^	165^	127^	71^	46v	166^	120^	145^	96^	46v	21v	229	126^	1013	656
SAT. 10.30A 30 ABC CA		98	98	B	6.2	26	482																			
SCOOBY AND SCRAPPY DOO-2	37	194	194	A	7.3	33	568	1577	314	70^	314	206^	247	158^	63^	57^	196^	115^	145^	116^	81^	51v	265	119^	802	495
SAT. 11.00A 30 ABC CA		98	98	B	6.9	29	537																			
SCOOBY DOO(S)		191		A	5.5	25	428	1836	248^	LT	248^	147^	213^	191^	101v	LT	212^	138v	173^	147^	74v	LT	156^	109v	1220	802
1 SAT. 10.00A 30 ABC CA		98																								
SCOOBY DOO(S)			191	A	6.2	27	482	1402	51v	13v	51v	13v	13v	13v	11v	38v	143^	101v	118v	42v	42v	25v	248^	167^	960	630
2 SAT. 10.00A 30 ABC CA			98																							
SOCCER BOWL'80(S)		156		A	2.3	7	179	1257^	508^	346^	508^	94v	375^	375^	341^	133v	414^	151v	290v	261v	263v	124v	67v	28v	268v	207v
1 SUN. 12.30P 150 ABC SE		90																								
12.30 - 1.00				A	2.2	9	171	1094^	111v	LT	111v	LT	48v	48v	48v	63v	438^	134v	257v	257v	304v	181v	65v	LT	480^	263v
1.00 - 1.30				A	2.6	9	202	876^	193v	30v	193v	LT	29v	29v	29v	164v	441^	134v	278v	278v	307^	163v	79v	LT	163v	64v
1.30 - 2.00				A	2.3	7	179	1514	703^	592^	703^	156v	541^	541^	430^	162v	452^	196v	296v	245v	256v	156v	73v	LT	286v	286v
2.00 - 2.30				A	2.2	6	171	1415	742^	637^	742^	128v	602^	602^	614^	140v	439^	188v	323v	235v	251v	116v	LT	LT	234v	234v
2.30 - 3.00				A	2.2	6	171	1421	813^	508^	813^	199v	684^	684^	614^	129v	269v	87v	269v	269v	182v	LT	111v	111v	228v	228v
SUNDAY MORNING	2	116	117	A	3.2	18	249	1542	601	228^	714	249^	417^	366^	345^	252^	711	262^	398^	361^	328^	248^	36v	LT	81v	77v
SUN. 9.00A 90 CBS N		79	79	B	3.2	18	249	1542	601	228	714	249	417	366	345	252	711	262	398	361	328	248	36	LT	81	77
9.00 - 9.30				A	2.7	18	210	1314	538^	181^	614	200^	291^	304^	323^	248^	599	195^	314^	363^	310^	203^	LT	LT	101v	81v
9.30 - 10.00				A	3.4	19	265	1543	603	238^	679	226^	396^	367^	344^	237^	750	253^	410^	388^	368^	294^	27v	LT	87v	87v
10.00 - 10.30				A	3.6	18	280	1675	644	243^	815	307^	525	407^	353^	265^	732	318^	440	322^	290^	228^	70v	LT	58v	58v
TARZAN/LONE RANGER-1	2	172	171	A	6.9	28	537	1583	222^	103^	307	151^	215^	116^	93^	63^	312	108^	241	196^	176^	71^	206^	89^	758	470
SAT. 12.30P 30 CBS CA		92	93	B	6.9	28	537	1583	222	103	307	151	215	116	93	63	312	108	241	196	176	71	206	89	758	470
TARZAN/LONE RANGER-2	2	172	171	A	7.1	27	552	1607	362	130^	440	130^	265	239	201^	154^	296	111^	190^	172^	169^	87^	240	129^	631	425
SAT. 1.00P 30 CBS CA		92	93	B	7.1	27	552	1607	362	130	440	130	265	239	201	154	296	111	190	172	169	87	240	129	631	425

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
30 MINUTES							2	146	158	A	4.4	17	342	1520	467	141^	529	164^	228^	290^	216^	207^	325^	123^	234^	160^	164^	91^	347^	128^	319^	176^
		SAT.	1.30P	30	CBS	DN		87	92	B	4.4	17	342	1520	467	141	529	164	228	290	216	207	325	123	234	160	164	91	347	128	319	176
THREE ROBONIC STOOGES							2	43	44	A	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
		SUN.	8.00A	30	CBS	CA		32	33	B	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
TIME OUT-8:28AM							2	193	192	A	3.3	28	257	1335	226^	28v	226^	124^	203^	126^	79v	23v	98v	LT	23v	23v	98v	75v	124^	62v	887	607
		SAT.	8.28A	2	NBC	CN		97	96	B	3.3	28	257	1335	226	28	226	124	203	126	79	23	98	LT	23	23	98	75	124	62	887	607
TIME OUT-9:28AM							2	201	204	A	4.8	24	373	1708	311^	46v	311^	128^	226^	180^	125^	85^	126^	20v	66v	95^	106^	31v	185^	77v	1086	690
		SAT.	9.28A	2	NBC	CN		99	99	B	4.8	24	373	1708	311	46	311	128	226	180	125	85	126	20	66	95	106	31	185	77	1086	690
TIME OUT-10:28AM							2	201	204	A	4.8	21	373	1810	372	64v	372	242^	275^	91^	89^	97^	219^	131^	160^	149^	88^	59v	269^	124^	950	595
		SAT.	10.28A	2	NBC	CN		99	99	B	4.8	21	373	1810	372	64	372	242	275	91	89	97	219	131	160	149	88	59	269	124	950	595
TIME OUT-11:28AM							2	194	197	A	4.8	22	373	1488	309^	81v	314^	114^	201^	153^	147^	113^	233^	162^	172^	121^	71v	47v	227^	128^	714	453
		SAT.	11.28A	2	NBC	CN		95	97	B	4.8	22	373	1488	309	81	314	114	201	153	147	113	233	162	172	121	71	47	227	128	714	453
TIME OUT-12:28PM							2	163	155	A	3.8	16	296	1659	432	68v	476	294^	345^	219^	118^	87v	260^	114^	205^	157^	110^	55v	132^	40v	791	321^
		SAT.	12.28P	2	NBC	CN		79	77	B	3.8	16	296	1659	432	68	476	294	345	219	118	87	260	114	205	157	110	55	132	40	791	321
TOM AND JERRY							2	184	183	A	4.8	29	373	1426	244^	70v	247^	174^	198^	83^	49v	34v	125^	LT	57v	57v	57v	68v	53v	26v	1001	556
		SAT.	8.30A	30	CBS	CA		97	97	B	4.8	29	373	1426	244	70	247	174	198	83	49	34	125	LT	57	57	57	68	53	26	1001	556
WOODWARD STAKES(S)								171		A	4.8	16	373	1504	624^	188^	764	249^	452^	333^	343^	261^	609^	190^	378^	383^	376^	212^	131v	40v	LT	LT
	1	SAT.	5.00P	54	CBS	SE		92																								
			5.00 – 5.30							A	4.3	14	335	1490	683^	164v	839	289^	513^	333^	376^	279^	528^	140v	312^	336^	360^	192^	123v	36v	LT	LT
			5.30 – 6.00							A	5.5	18	428	1493	555	211^	676	209^	385^	329^	300^	237^	677	237^	436^	421^	384^	229^	140v	44v	LT	LT

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.15, 1980 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,260 20.9				28,160 36.2							
Program					THAT'S INCREDIBLE (OP)				NFL MONDAY NIGHT FOOTBALL HOUSTON VS CLEVELAND (9:00-12:08AM)(+OP)							
AVERAGE AUDIENCE (Households (000) & %)					12,680 16.3	15.7*		16.9*	14,160 18.2	16.7*		17.9*		18.9*		18.9*
SHARE OF AUDIENCE %					25	25 *		25 *	30	25 *		26 *		27 *		29 *
AVG. AUD. BY ¼ HR. %					15.1	16.4	17.2	16.7	16.3	17.1	17.5	18.2	18.8	19.1	18.9	19.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					23,810 30.6										13,460 17.3	
Program					FOUL PLAY (OP)										M*A*S*H (R)	
AVERAGE AUDIENCE (Households (000) & %)					13,620 17.5	14.2*		15.2*		18.6*		19.9*		19.5*	12,140 15.6	
SHARE OF AUDIENCE %					26	23 *		23 *		27 *		28 *		28 *	24	
AVG. AUD. BY ¼ HR. %					14.0	14.5	14.8	15.5	18.3	18.9	19.5	20.2	20.1	18.8	15.7	15.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					34,390 44.2											
Program					NBC MONDAY NIGHT MOVIES SHOGUN, PART 1 (OP)											
AVERAGE AUDIENCE (Households (000) & %)					22,950 29.5	25.6*		28.4*		30.8*		31.0*		30.9*		30.4*
SHARE OF AUDIENCE %					44	41 *		43 *		44 *		43 *		44 *		47 *
AVG. AUD. BY ¼ HR. %					24.8	26.4	27.9	28.9	30.6	30.9	31.0	30.9	30.8	31.0	31.4	29.3

EVE.MON. SEPT.22, 1980 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,060 24.5				28,400 36.5							
Program					THAT'S INCREDIBLE (8:00-8:55PM) (S)(OP)				NFL MONDAY NIGHT FOOTBALL NEW YORK GIANTS VS PHILADELPHIA (9:00-12:04AM)(+OP)							
AVERAGE AUDIENCE (Households (000) & %)					14,630 18.8	17.4*		20.4*	14,000 18.0	18.2*		20.8*		21.1*		17.7*
SHARE OF AUDIENCE %					30	29 *		32 *	31	28 *		31 *		32 *		28 *
AVG. AUD. BY ¼ HR. %					16.5	18.4	20.4	20.5	17.4	19.0	20.5	21.1	21.7	20.5	18.3	17.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,420 21.1				17,350 22.3		14,940 19.2		17,430 22.4			
Program					SPFX: EMPIRE STRIKES BACK (OP)				M*A*S*H (R)		WKRP IN CINCINNATI(B) (R)		LOU GRANT			
AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8	14.1*		15.5*	15,330 19.7		13,380 17.2		14,080 18.1	17.9*		18.2*
SHARE OF AUDIENCE %					23	23 *		24 *	30		26		29	28 *		31 *
AVG. AUD. BY ¼ HR. %					14.0	14.3	14.9	16.2	19.7	19.6	17.2	17.2	17.4	18.5	18.4	18.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,010 27.0				22,330 28.7							
Program					LITTLE HOUSE-PRAIRIE (OP)				NBC MONDAY NIGHT MOVIES CENTENNIAL, PART 3(R)							
AVERAGE AUDIENCE (Households (000) & %)					17,040 21.9	20.8*		23.1*	15,950 20.5	19.6*		20.9*		21.1*		20.2*
SHARE OF AUDIENCE %					35	34 *		35 *	32	29 *		31 *		33 *		34 *
AVG. AUD. BY ¼ HR. %					19.3	22.3	22.8	23.3	19.4	19.8	20.8	21.0	21.1	21.1	21.1	19.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.4	53.8	54.8	57.5	62.0	63.9	65.9	67.1	68.9	69.7	71.1	71.9	71.4	69.2	66.5	63.6
WK. 2	50.2	52.2	54.4	58.1	59.6	62.6	64.9	66.2	65.9	67.0	67.3	67.2	65.9	63.9	60.9	57.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.MON. SEPT.22, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.16, 1980

WEEK 1

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,360		11,590		12,680		11,590		13,300			
TOTAL AUDIENCE (%)					14.6		14.9		16.3		14.9		17.1			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (OP)		HART TO HART (10:00-10:55PM)(R)(S)(OP)			
AVERAGE AUDIENCE (Households (000))					10,040		10,430		11,360		10,350		10,110			
AVERAGE AUDIENCE (%)					12.9		13.4		14.6		13.3		13.0	13.3*		12.7*
SHARE OF AUDIENCE %					21		20		21		20		22	22 *		22 *
AVG. AUD. BY ¼ HR. %					12.5	13.3	13.0	13.8	14.2	15.0	13.3	13.4	13.5	13.0	12.8	12.7

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					17,510								20,460			
TOTAL AUDIENCE (%)					22.5								26.3			
Program					CARNIVAL OF THRILLS (R)(OP)								LYNDA CARTER ENCORE			
AVERAGE AUDIENCE (Households (000))					11,360								15,020			
AVERAGE AUDIENCE (%)					14.6	12.8*		14.5*		14.8*		16.2*	19.3	19.6*		19.0*
SHARE OF AUDIENCE %					22	20 *		22 *		22 *		24 *	33	32 *		33 *
AVG. AUD. BY ¼ HR. %					12.4	13.3	14.0	15.0	14.9	14.7	15.7	16.7	19.5	19.8	19.7	18.2

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					32,360								20,770			
TOTAL AUDIENCE (%)					41.6								26.7			
Program					NBC TUESDAY NIGHT MOVIE SHOGUN, PART 2 (OP)								QUINCY, M.E.			
AVERAGE AUDIENCE (Households (000))					24,660								16,650			
AVERAGE AUDIENCE (%)					31.7	29.0*		31.9*		33.0*		33.1*	21.4	21.9*		20.9*
SHARE OF AUDIENCE %					48	46 *		49 *		48 *		49 *	36	36 *		37 *
AVG. AUD. BY ¼ HR. %					28.0	30.0	31.7	32.0	33.2	32.9	33.6	32.6	22.2	21.6	20.7	21.1

WEEK 2

ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					18,130		16,880		17,430		16,880		15,560			
TOTAL AUDIENCE (%)					23.3		21.7		22.4		21.7		20.0			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		ABC NEWS CLOSEUP DEATH IN A SOUTHWEST PRISON			
AVERAGE AUDIENCE (Households (000))					15,170		14,780		15,720		14,940		11,670			
AVERAGE AUDIENCE (%)					19.5		19.0		20.2		19.2		15.0	15.4*		14.5*
SHARE OF AUDIENCE %					34		32		32		31		26	26 *		26 *
AVG. AUD. BY ¼ HR. %					18.0	21.0	18.8	19.2	19.6	20.9	19.4	19.1	15.9	14.9	14.3	14.7

CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					21,080											
TOTAL AUDIENCE (%)					27.1											
Program					PAPILLON (8:00-10:55PM)(R)(S)(OP)											
AVERAGE AUDIENCE (Households (000))					11,440											
AVERAGE AUDIENCE (%)					14.7	13.9*		15.2*		15.0*		14.9*		14.6*		14.7*
SHARE OF AUDIENCE %					25	24 *		25 *		24 *		24 *		24 *		26 *
AVG. AUD. BY ¼ HR. %					13.8	13.9	15.2	15.1	15.3	14.6	15.1	14.8	14.6	14.7	14.9	14.4

NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					24,820											
TOTAL AUDIENCE (%)					31.9											
Program					NBC TUESDAY NIGHT MOVIE CENTENNIAL, PART 4(R) (8:00-10:55PM)(S)(OP)											
AVERAGE AUDIENCE (Households (000))					15,480											
AVERAGE AUDIENCE (%)					19.9	16.0*		18.5*		20.1*		21.6*		22.0*		21.3*
SHARE OF AUDIENCE %					33	28 *		31 *		32 *		35 *		37 *		38 *
AVG. AUD. BY ¼ HR. %					15.4	16.5	18.3	18.7	19.8	20.4	21.1	22.0	22.0	22.1	22.1	20.1

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.4	54.4	56.3	58.7	61.8	63.9	64.6	66.2	67.7	68.4	67.9	67.5	62.0	60.3	58.3	56.1
WK. 2	51.5	53.5	52.9	54.8	56.6	58.8	59.6	60.5	62.3	62.9	62.5	62.7	60.6	59.6	58.1	53.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. SEPT.23, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.17, 1980

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					17,580 22.6				13,540 17.4				11,980 15.4			
Program					ALL STAR FAMILY FEUD				CHARLIE'S ANGELS (R)(OP)				VEGA$ (10:00-10:55PM)(R) (S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)					13,300 17.1	16.2*		18.0*	10,580 13.6	13.6*		13.6*	9,410 12.1	12.1*		12.2*
SHARE OF AUDIENCE %					28	27 *		28 *	21	21 *		20 *	19	19 *		20 *
AVG. AUD. BY ¼ HR. %					15.5	17.0	18.1	18.0	13.2	14.1	13.6	13.6	12.0	12.1	12.3	12.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				12,910 16.6							
Program					DOLLY & CAROL-NASHVILLE (R)(OP)				CBS WEDNESDAY NIGHT MOVIE RODEO GIRL							
AVERAGE AUDIENCE (Households (000) & %)					9,180 11.8	11.7*		11.9*	8,090 10.4	10.1*		10.4*		10.7*		10.7*
SHARE OF AUDIENCE %					19	20 *		19 *	16	15 *		16 *		17 *		17 *
AVG. AUD. BY ¼ HR. %					11.6	11.8	12.1	11.8	9.8	10.3	10.2	10.6	10.6	10.7	10.6	10.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					25,210 32.4				34,700 44.6							
Program					REAL PEOPLE (OP)				NBC MOVIE OF THE WEEK SHOGUN, PART 3							
AVERAGE AUDIENCE (Households (000) & %)					19,610 25.2	23.3*		27.0*	28,710 36.9	36.1*		37.8*		37.3*		36.3*
SHARE OF AUDIENCE %					41	39 *		43 *	57	55 *		57 *		58 *		58 *
AVG. AUD. BY ¼ HR. %					21.4	25.3	26.0	28.0	35.6	36.6	37.5	38.0	37.7	36.9	37.1	35.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					23,180 29.8								16,260 20.9			
Program					EIGHT IS ENOUGH (R)(OP)								VEGA$ (10:00-10:55PM)(R) (S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)					13,930 17.9	14.3*		17.3*		20.3*		19.5*	12,760 16.4	16.1*		16.8*
SHARE OF AUDIENCE %					29	25 *		28 *		32 *		30 *	27	26 *		28 *
AVG. AUD. BY ¼ HR. %					13.7	15.0	16.5	18.2	20.3	20.2	20.1	19.0	16.2	16.1	16.8	16.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					13,300 17.1				18,910 24.3							
Program					JOHN SCHNEIDER-BACK HOME (OP)				RUMOR OF WAR-PT. I							
AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2	12.5*		11.9*	11,440 14.7	12.7*		14.1*		16.0*		16.0*
SHARE OF AUDIENCE %					21	22 *		19 *	24	20 *		22 *		26 *		27 *
AVG. AUD. BY ¼ HR. %					13.0	12.1	12.2	11.5	12.2	13.3	13.7	14.4	15.9	16.0	15.7	16.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					21,160 27.2				24,120 31.0							
Program					REAL PEOPLE (OP)				NBC MOVIE OF THE WEEK ACT OF LOVE (9:00-10:55PM) (S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)					16,260 20.9	19.8*		22.0*	16,880 21.7	20.8*		21.3*		22.2*		22.6*
SHARE OF AUDIENCE %					35	35 *		36 *	35	33 *		33 *		35 *		38 *
AVG. AUD. BY ¼ HR. %					18.5	21.1	21.4	22.5	20.8	20.8	20.9	21.6	21.9	22.4	22.8	22.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	50.7	52.0	51.5	53.2	57.4	61.6	62.7	64.4	65.1	65.9	66.0	66.7	65.1	64.3	63.3	61.3
WK. 2	51.7	53.1	53.4	54.8	56.1	58.6	60.1	62.0	62.6	63.1	63.9	64.2	63.2	62.2	60.4	57.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. SEPT.24, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.18, 1980

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					10,430		12,600		12,990				12,140			
	TOTAL AUDIENCE (%)					13.4		16.2		16.7				15.6			
	Program					WORK & MINDY (R)		ANGIE (R)		CATASTROPHE NO SAFE PLACE (OP)				20/20			
	AVERAGE AUDIENCE (Households (000))					9,100		11,280		10,040				8,250			
	AVERAGE AUDIENCE (%)					11.7		14.5		12.9	13.0*		12.8*	10.6	10.8*		10.4*
	SHARE OF AUDIENCE %					21		24		20	20 *		20 *	17	17 *		17 *
	AVG. AUD. BY ¼ HR. %					11.0	12.3	14.1	15.0	12.8	13.3	12.9	12.6	11.2	10.3	10.4	10.5
CBS TV	TOTAL AUDIENCE (Households (000))					13,770		17,270									
	TOTAL AUDIENCE (%)					17.7		22.2									
	Program					HOW BUGS BUNNY WON-WEST (R)(OP)		PIECE OF THE ACTION (8:30-10:54PM) (S)(OP)									
	AVERAGE AUDIENCE (Households (000))					11,440		8,640									
	AVERAGE AUDIENCE (%)					14.7		11.1	9.4*		10.5*		11.1*		12.4*		12.1*
	SHARE OF AUDIENCE %					27		18	16 *		16 *		17 *		19 *		20 *
	AVG. AUD. BY ¼ HR. %					14.5	15.0	9.5	9.3	10.4	10.5	10.9	11.4	12.4	12.5	12.3	11.8
NBC TV	TOTAL AUDIENCE (Households (000))					24,040				35,240							
	TOTAL AUDIENCE (%)					30.9				45.3							
	Program					GAMES PEOPLE PLAY (OP)				NBC THURSDAY NIGHT MOVIES SHOGUN, PART 4							
	AVERAGE AUDIENCE (Households (000))					16,730				27,700							
	AVERAGE AUDIENCE (%)					21.5	18.7*		24.3*	35.6	34.5*		35.9*		36.8*		35.1*
	SHARE OF AUDIENCE %					38	34 *		41 *	56	54 *		55 *		57 *		57 *
	AVG. AUD. BY ¼ HR. %					17.9	19.6	23.1	25.6	33.4	35.6	35.6	36.3	37.1	36.5	36.2	34.0

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					19,450								14,550			
	TOTAL AUDIENCE (%)					25.0								18.7			
	Program					ABC MOVIE SPECIAL THE BAD NEWS BEARS GO TO JAPAN (OP)								20/20			
	AVERAGE AUDIENCE (Households (000))					10,350								10,110			
	AVERAGE AUDIENCE (%)					13.3	11.7*		12.5*		14.5*		14.7*	13.0	13.0*		13.0*
	SHARE OF AUDIENCE %					23	21 *		21 *		24 *		25 *	23	23 *		24 *
	AVG. AUD. BY ¼ HR. %					11.7	11.7	12.3	12.7	14.4	14.6	14.9	14.5	13.1	12.9	12.9	13.0
CBS TV	TOTAL AUDIENCE (Households (000))					20,850				19,610							
	TOTAL AUDIENCE (%)					26.8				25.2							
	Program					MAGIC-DAVID COPPERFIELD (OP)				RUMOR OF WAR-PT. 2							
	AVERAGE AUDIENCE (Households (000))					15,250				12,210							
	AVERAGE AUDIENCE (%)					19.6	18.8*		20.3*	15.7	14.7*		15.0*		16.4*		16.6*
	SHARE OF AUDIENCE %					34	33 *		35 *	27	25 *		25 *		28 *		31 *
	AVG. AUD. BY ¼ HR. %					18.3	19.3	19.8	20.8	15.2	14.2	14.5	15.5	16.4	16.3	17.2	16.0
NBC TV	TOTAL AUDIENCE (Households (000))					16,260				21,550							
	TOTAL AUDIENCE (%)					20.9				27.7							
	Program					GAMES PEOPLE PLAY (OP)				NBC THURSDAY NIGHT MOVIES RAGE							
	AVERAGE AUDIENCE (Households (000))					11,280				14,630							
	AVERAGE AUDIENCE (%)					14.5	14.1*		14.8*	18.8	18.4*		19.0*		19.0*		18.7*
	SHARE OF AUDIENCE %					25	25 *		25 *	32	31 *		32 *		33 *		34 *
	AVG. AUD. BY ¼ HR. %					13.9	14.4	14.4	15.2	17.9	19.0	19.0	19.0	19.0	19.0	18.8	18.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	46.0	47.8	49.3	51.8	53.8	56.2	58.1	60.9	62.9	64.8	65.1	65.7	65.0	63.5	62.8	59.6
WK. 2	52.0	53.7	54.5	55.9	55.7	57.1	57.5	58.9	59.5	60.1	60.0	59.7	58.4	56.8	55.4	53.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. SEPT.25, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.19, 1980

WEEK 1

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,200		9,340		11,750							
TOTAL AUDIENCE (%)					14.4		12.0		15.1							
Program					BENSON (R)		BENJI AT WORK (R)(OP)		← ABC FRIDAY NIGHT MOVIE ONCE UPON A SPY →							
AVERAGE AUDIENCE (Households (000))					9,800		8,090		5,910							
AVERAGE AUDIENCE (%)					12.6		10.4		7.6	7.7*		7.0*		7.4*		8.2*
SHARE OF AUDIENCE %					22		18		12	13 *		11 *		12 *		14 *
AVG. AUD. BY ¼ HR. %					12.2	13.0	10.8	10.1	7.8	7.5	7.0	6.9	7.3	7.5	8.1	8.4

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,830				17,270				15,090			
TOTAL AUDIENCE (%)					15.2				22.2				19.4			
Program					← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (10:00-10:56PM)(R)(S)(OP) →			
AVERAGE AUDIENCE (Households (000))					8,170				14,080				12,840			
AVERAGE AUDIENCE (%)					10.5	9.0*		12.0*	18.1	17.3*		18.9*	16.5	16.6*		16.5*
SHARE OF AUDIENCE %					18	16 *		20 *	29	29 *		30 *	27	27 *		27 *
AVG. AUD. BY ¼ HR. %					8.8	9.2	11.2	12.8	16.4	18.3	18.9	18.9	16.6	16.6	16.8	16.1

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					33,140											
TOTAL AUDIENCE (%)					42.6											
Program					← NBC FRIDAY MOVIE OF-WEEK SHOGUN, PART 5 (OP) →											
AVERAGE AUDIENCE (Households (000))					24,510											
AVERAGE AUDIENCE (%)					31.5	27.1*		29.4*		32.3*		33.2*		33.5*		33.5*
SHARE OF AUDIENCE %					53	48 *		50 *		53 *		53 *		55 *		56 *
AVG. AUD. BY ¼ HR. %					26.3	27.9	28.9	29.9	32.0	32.6	33.1	33.4	33.3	33.8	34.0	33.0

WEEK 2

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					10,810		10,430		17,430							
TOTAL AUDIENCE (%)					13.9		13.4		22.4							
Program					BENSON (R)		ANGIE(B) (R)(OP)		← ABC FRIDAY NIGHT MOVIE FOR THE LOVE OF IT (9:00-10:54PM)(S)(OP) →							
AVERAGE AUDIENCE (Households (000))					9,340		9,340		9,960							
AVERAGE AUDIENCE (%)					12.0		12.0		12.8	12.7*		12.3*		13.4*		12.7*
SHARE OF AUDIENCE %					23		22		24	23 *		22 *		25 *		25 *
AVG. AUD. BY ¼ HR. %					11.3	12.6	11.9	12.1	12.8	12.6	12.2	12.3	13.8	13.1	12.9	12.3

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					15,640				21,320				20,930			
TOTAL AUDIENCE (%)					20.1				27.4				26.9			
Program					← INCREDIBLE HULK (R)(OP) →				← DUKES OF HAZZARD (R) →				← DALLAS (R) →			
AVERAGE AUDIENCE (Households (000))					11,200				17,430				17,040			
AVERAGE AUDIENCE (%)					14.4	12.7*		16.0*	22.4	21.7*		23.1*	21.9	21.7*		22.0*
SHARE OF AUDIENCE %					27	25 *		30 *	40	39 *		41 *	42	40 *		43 *
AVG. AUD. BY ¼ HR. %					12.4	13.1	15.4	16.6	20.9	22.6	22.8	23.4	21.6	21.8	22.3	21.7

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))					11,980		10,040		10,810				10,890			
TOTAL AUDIENCE (%)					15.4		12.9		13.9				14.0			
Program					FLINTSTONES		FACTS OF LIFE (R)(OP)		← SPEAK UP AMERICA →				← NBC MAGAZINE →			
AVERAGE AUDIENCE (Households (000))					10,190		8,640		8,090				7,780			
AVERAGE AUDIENCE (%)					13.1		11.1		10.4	10.1*		10.7*	10.0	10.8*		9.1*
SHARE OF AUDIENCE %					25		21		19	18 *		19 *	19	20 *		18 *
AVG. AUD. BY ¼ HR. %					13.1	13.0	11.0	11.2	9.9	10.3	10.8	10.7	10.8	10.9	9.6	8.7

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	44.6	45.9	47.0	50.7	56.0	58.0	58.2	59.1	60.2	61.2	62.1	62.3	61.0	61.1	60.7	59.7
WK. 2	47.7	48.7	49.6	51.2	51.1	52.5	52.7	54.2	54.8	55.5	55.8	56.1	54.0	53.4	52.2	49.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. SEPT.26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.20, 1980

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					21,710 27.9								16,100 20.7			
Program					LOVE BOAT (R)(OP)								FANTASY ISLAND (10:00-10:55PM)(R)(S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)					13,930 17.9	13.6*		18.5*		19.6*		20.0*	12,760 16.4	16.4*		16.4*
SHARE OF AUDIENCE %					36	30 *		37 *		38 *		37 *	31	31 *		32 *
AVG. AUD. BY ¼ HR. %					12.4	14.8	17.7	19.4	19.4	19.8	20.2	19.8	16.7	16.2	16.5	16.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					10,500 13.5		15,870 20.4									
Program					TIM CONWAY SHOW (OP)		CHINATOWN (R)									
AVERAGE AUDIENCE (Households (000) & %)					8,640 11.1		8,560 11.0	9.5*		10.6*		11.2*		11.9*		11.8*
SHARE OF AUDIENCE %					24		21	19 *		20 *		21 *		22 *		23 *
AVG. AUD. BY ¼ HR. %					11.1	11.1	9.8	9.2	10.7	10.6	11.1	11.2	12.0	11.7	11.7	12.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					21,240 27.3											
Program					NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 1(R) (8:00-10:55PM)(S)(OP)											
AVERAGE AUDIENCE (Households (000) & %)					11,900 15.3	13.6*		14.0*		15.3*		16.3*		16.6*		16.0*
SHARE OF AUDIENCE %					30	30 *		28 *		30 *		30 *		31 *		31 *
AVG. AUD. BY ¼ HR. %					13.1	14.0	13.7	14.4	15.0	15.6	16.3	16.3	17.0	16.3	16.2	15.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					24,350 31.3								16,570 21.3			
Program					LOVE BOAT (R)(OP)								FANTASY ISLAND (10:00-10:55PM)(R)(S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)					16,340 21.0	16.6*		21.7*		23.0*		22.7*	12,910 16.6	16.8*		16.4*
SHARE OF AUDIENCE %					38	31 *		39 *		41 *		41 *	32	32 *		32 *
AVG. AUD. BY ¼ HR. %					15.8	17.4	21.0	22.4	22.8	23.2	23.2	22.1	16.9	16.6	16.5	16.2
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					14,550 18.7		18,210 23.4									
Program					TIM CONWAY SHOW (OP)		CBS SATURDAY NIGHT MOVIE BLACK SUNDAY(R) (8:30-11:30PM)									
AVERAGE AUDIENCE (Households (000) & %)					12,290 15.8		8,170 10.5	9.7*		9.0*		9.0*		10.4*		11.5*
SHARE OF AUDIENCE %					29		20	18 *		16 *		16 *		20 *		23 *
AVG. AUD. BY ¼ HR. %					15.8	15.8	10.7	8.7	9.2	8.8	8.8	9.2	10.2	10.6	10.8	12.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					21,710 27.9											
Program					NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 5(R) (8:00-10:55PM)(S)(OP)											
AVERAGE AUDIENCE (Households (000) & %)					12,140 15.6	13.5*		14.9*		15.6*		16.0*		16.7*		17.2*
SHARE OF AUDIENCE %					29	25 *		27 *		28 *		29 *		32 *		34 *
AVG. AUD. BY ¼ HR. %					13.4	13.6	14.7	15.1	15.4	15.8	16.1	15.8	16.3	17.1	17.7	16.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	38.6	39.8	41.7	43.3	45.0	47.3	48.8	50.1	51.4	52.3	53.4	54.0	53.5	52.6	51.7	50.8
WK. 2	46.5	49.3	51.4	52.7	53.1	55.3	55.1	55.0	55.6	55.6	55.8	54.9	52.1	52.3	51.4	50.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.27, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.20, 1980

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,520 7.1															
Program	ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	4,980 6.4															
SHARE OF AUDIENCE %	14															
AVG. AUD. BY ¼ HR. %	6.4															
CBS TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
NBC TV TOTAL AUDIENCE (Households (000) & %)			14,470 18.6													
Program			SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)			9,340 12.0	13.6*		12.2*		9.4*								
SHARE OF AUDIENCE %			38	37 *		39 *		36 *								
AVG. AUD. BY ¼ HR. %			13.3	13.9	13.0	11.4	9.9	8.3								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,670 6.0															
Program	ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)	4,510 5.8															
SHARE OF AUDIENCE %	12															
AVG. AUD. BY ¼ HR. %	5.8															
CBS TV TOTAL AUDIENCE (Households (000) & %)																
Program	CBS SATURDAY NIGHT MOVIE BLACK SUNDAY(R) (8:30-11:30)															
AVERAGE AUDIENCE (Households (000) & %)		13.5*														
SHARE OF AUDIENCE %		29 *														
AVG. AUD. BY ¼ HR. %	14.5	12.6														
NBC TV TOTAL AUDIENCE (Households (000) & %)			12,680 16.3													
Program			SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)													
AVERAGE AUDIENCE (Households (000) & %)			7,240 9.3	10.5*		8.9*										
SHARE OF AUDIENCE %			30	29 *		30 *										
AVG. AUD. BY ¼ HR. %			10.7	10.3	9.2	8.5	8.0	7.3								

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	47.8	44.0	38.2	35.4	32.4	29.5	26.9	23.6	20.9	18.7	16.4	14.1	11.9	10.0	9.1	7.8
WK. 2	48.0	44.6	38.6	34.8	30.5	28.3	26.4	24.5	22.0	19.8	17.6	16.0	12.8	10.7	8.8	7.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.27, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.21, 1980

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	13,770 17.7				22,480 28.9				28,160 36.2							
Program		THOSE AMAZING ANIMALS (7:07-8:00PM)(OP)			GUINNESS BK-WORLD RECORDS (OP)				ABC SUNDAY NIGHT MOVIE MIDNIGHT EXPRESS (9:00-11:27PM)							
AVERAGE AUDIENCE (Households (000) & %)	9,800 12.6	11.1*		13.7*	17,190 22.1	20.8*		23.4*	16,340 21.0	18.9*		19.5*		22.9*		22.6*
SHARE OF AUDIENCE %	23	21 *		25 *	36	35 *		38 *	35	29 *		30 *		37 *		38 *
AVG. AUD. BY ¼ HR. %	10.0	11.7	13.1	14.3	19.1	22.4	23.0	23.9	18.4	19.3	18.8	20.2	22.8	23.0	22.9	22.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)		22,800 29.3				14,000 18.0		18,590 23.9		17,510 22.5						
Program	(1)	60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ALICE (R)		JEFFERSONS (R)		(S)(OP)	PRESIDENTIAL DEBATE-CBS (SUS) (10:00-11:04PM)			
AVERAGE AUDIENCE (Households (000) & %)		17,190 22.1		22.4*		12,140 15.6		14,240 18.3		15,640 20.1						
SHARE OF AUDIENCE %		40		40 *		26		29		32						
AVG. AUD. BY ¼ HR. %	15.6	21.4	22.2	22.6	22.3	15.3	16.0	15.8	20.7	19.3	21.0					
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	9,100 11.7	14,320 18.4			23,260 29.9											
Program	CHIPS(B) (7:00-7:18PM) (-OP)	CHIPS (7:18-8:00PM)(OP)			BIG EVENT CENTENNIAL, PART 2(R) (8:00-9:55PM)(S)(OP)								ANDERSON-REAGAN DEBATE (SUS) (10:00-11:03PM)			
AVERAGE AUDIENCE (Households (000) & %)	8,170 10.5	11,830 15.2		15.5*	13,380 17.2	14.2*		16.0*		19.3*		19.8*				
SHARE OF AUDIENCE %	20	28		28 *	28	24 *		26 *		31 *		32 *				
AVG. AUD. BY ¼ HR. %	10.2	14.3	15.2	15.8	13.0	15.3	15.4	16.7	18.9	19.7	19.6	20.0				

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	13,770 17.7				30,190 38.8											
Program	THOSE AMAZING ANIMALS (OP)				ABC SUNDAY NIGHT MOVIE MARILYN: THE UNTOLD STORY											
AVERAGE AUDIENCE (Households (000) & %)	10,660 13.7	12.5*		14.9*	18,210 23.4	22.4*		23.5*		23.7*		23.4*		24.2*		23.2*
SHARE OF AUDIENCE %	24	23 *		25 *	37	36 *		36 *		35 *		35 *		39 *		40 *
AVG. AUD. BY ¼ HR. %	11.6	13.4	14.5	15.3	21.9	22.9	23.2	23.8	24.3	23.2	23.1	23.6	24.4	24.1	23.6	22.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	23,960 30.8				12,760 16.4		12,760 16.4		15,330 19.7		16,650 21.4		13,930 17.9			
Program	60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D (10:00-10:56PM)(R) (S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)	19,530 25.1	24.1*		26.0*	10,970 14.1		11,440 14.7		14,000 18.0		15,250 19.6		11,590 14.9	15.5*		14.3*
SHARE OF AUDIENCE %	44	44 *		43 *	23		22		27		29		25	25 *		25 *
AVG. AUD. BY ¼ HR. %	22.6	25.7	26.5	25.6	14.0	14.2	14.3	15.0	16.9	19.1	19.0	20.2	15.7	15.3	14.8	13.5
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	12,530 16.1				18,590 23.9				21,080 27.1							
Program	DISNEY'S WONDERFUL WORLD SHAGGY DOG, PART 1(R) (7:09-8:00PM)(OP)				CHIPS (OP)				BIG EVENT THE BOYS FROM BRAZIL (9:00-10:55PM)(S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)	9,260 11.9	10.9*		12.7*	15,020 19.3	18.2*		20.3*	14,320 18.4	19.1*		18.5*		18.3*		17.7*
SHARE OF AUDIENCE %	20	19 *		21 *	30	29 *		31 *	29	28 *		28 *		29 *		31 *
AVG. AUD. BY ¼ HR. %	10.4	11.1	11.9	13.4	17.7	18.7	20.0	20.7	19.2	18.9	18.7	18.3	18.5	18.2	18.3	16.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.9	54.0	54.9	56.4	58.6	60.1	61.2	63.0	64.1	64.7	66.0	65.1	63.6	61.7	59.9	57.8
WK. 2	54.0	56.8	59.1	60.6	61.7	63.5	64.9	66.7	67.2	67.6	66.9	66.7	63.0	61.4	59.7	55.3

U.S. TV Households: 77,800,000

(1)CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS & TIMES,CBS(4:00-7:15PM)~

For explanation of symbols, See page A.

EVE.SUN. SEPT.28, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.21, 1980

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)		5,680 7.3														
Program	(1) (-OP)	← ABC WEEKEND REPORT-SUN (11:27-12:12AM) →														
AVERAGE AUDIENCE (Households (000) & %)		3,500 4.5		4.7*												
SHARE OF AUDIENCE %		14		14 *												
AVG. AUD. BY ¼ HR. %	22.3	6.5	5.3	4.1	3.5											
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,380 8.2		5,600 7.2													
Program	CBS SUNDAY NEWS-BRADLEY (11:04-11:18PM) (SUS-OP)		DEBATE WRAP UP-CBS [illegible]													
AVERAGE AUDIENCE (Households (000) & %)	6,070 7.8		5,290 6.8													
SHARE OF AUDIENCE %	15		20													
AVG. AUD. BY ¼ HR. %	7.8	7.7	7.0	6.3												
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			2,880 3.7		2,490 3.2											
Program			DECISION '80-SUN (11:34-12:03AM) (-OP)		← NBC LATE NIGHT MOVIE EISCHIED (12:04-2:09AM) (SUSTAINING 2:09-2:10AM) →											
AVERAGE AUDIENCE (Households (000) & %)			2,410 3.1		1,240 1.6	2.0*		1.8*		1.5*		1.3*				
SHARE OF AUDIENCE %			10		11	9 *		10 *		12 *		14 *				
AVG. AUD. BY ¼ HR. %			3.1	3.1	1.9	2.0	1.8	1.8	1.5	1.6	1.3	1.2	1.2			

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	4,360 5.6															
Program	ABC WEEKEND REPORT-SUN															
AVERAGE AUDIENCE (Households (000) & %)	4,200 5.4															
SHARE OF AUDIENCE %	12															
AVG. AUD. BY ¼ HR. %	5.4															
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,910 7.6															
Program	CBS SUNDAY NEWS-BRADLEY															
AVERAGE AUDIENCE (Households (000) & %)	5,760 7.4															
SHARE OF AUDIENCE %	17															
AVG. AUD. BY ¼ HR. %	7.4															
NBC TV																
TOTAL AUDIENCE (Households (000) & %)			3,500 4.5		2,410 3.1											
Program			DECISION '80-SUN		← NBC LATE NIGHT MOVIE CRY OF THE INNOCENT (12:00-2:04AM) (SUSTAINING 2:04-2:05AM) →											
AVERAGE AUDIENCE (Households (000) & %)			2,880 3.7		1,400 1.8	1.8*		1.7*		1.8*		1.8*				
SHARE OF AUDIENCE %			13		12	8 *		10 *		14 *		20 *				
AVG. AUD. BY ¼ HR. %			3.7	3.6	1.9	1.7	1.7	1.7	1.8	1.8	1.9	1.8	1.6			

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	54.0	47.4	36.7	29.5	24.5	21.8	19.3	16.9	14.1	12.0	10.3	8.7	7.8	7.1	6.5	5.4
WK. 2	45.5	39.9	31.0	26.6	22.7	19.9	17.8	16.0	14.2	11.8	9.6	8.3	6.6	5.3	4.3	3.7

U.S. TV Households: 77,800,000

(1) ABC SUNDAY NIGHT MOVIE, MIDNIGHT EXPRESS,ABC,(9:00-11:27PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.28, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.15-19, 1980

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,280 5.5				4,980 6.4									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)> (S)(OP)											
AVERAGE AUDIENCE (Households (000) & %)			3,420 4.4				4,200 5.4									
SHARE OF AUDIENCE %			27				31									
AVG. AUD. BY ¼ HR. %			4.3	4.6			5.2	5.6								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,490 3.2			2,720 3.5								3,810 4.9		4,360 5.6	
CBS TV program	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000) & %)		1,630 2.1		2.2*	1,480 1.9	1.8*		1.9*					3,270 4.2		3,660 4.7	
SHARE OF AUDIENCE %		13		13 *	11	10 *		11 *					24		27	
AVG. AUD. BY ¼ HR. %		1.8	2.2	2.2	1.9	1.8	1.9	1.9					3.9	4.5	4.6	4.8
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,280 5.5				5,130 6.6						2,260 2.9		2,260 2.9	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			3,420 4.4				4,120 5.3						1,870 2.4		1,950 2.5	
SHARE OF AUDIENCE %			27				30						14		14	
AVG. AUD. BY ¼ HR. %			4.3	4.6			5.3	5.3					2.5	2.3	2.4	2.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,670 6.0				5,210 6.7									
ABC TV program	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
AVERAGE AUDIENCE (Households (000) & %)			3,660 4.7				4,280 5.5									
SHARE OF AUDIENCE %			29				31									
AVG. AUD. BY ¼ HR. %			4.5	4.9			5.5	5.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,880 3.7			2,570 3.3								4,200 5.4		4,670 6.0	
CBS TV program	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000) & %)		1,790 2.3		2.4*	1,400 1.8	1.6*		2.0*					3,500 4.5		4,050 5.2	
SHARE OF AUDIENCE %		15		15 *	10	9 *		11 *					26		30	
AVG. AUD. BY ¼ HR. %		2.2	2.3	2.4	1.6	1.7	1.8	2.1					4.0	4.9	5.0	5.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,200 5.4				5,060 6.5						2,020 2.6		1,950 2.5	
NBC TV program	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)> (S)(OP)								DAVID LETTERMAN-1		DAVID LETTERMAN-2 (SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			3,350 4.3				4,280 5.5						1,630 2.1		1,560 2.0	
SHARE OF AUDIENCE %			26				31						12		11	
AVG. AUD. BY ¼ HR. %			4.1	4.5			5.7	5.4					2.2	1.9	1.9	2.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.1	10.9	12.8	14.5	16.0	17.3	17.6	18.1	17.8	17.5	17.8	18.1	17.6	17.6	17.5	17.7
WK. 2	8.1	10.9	12.8	14.4	16.1	17.0	17.2	17.6	18.0	18.1	18.3	18.3	17.5	17.6	17.3	17.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.22-26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.15-19, 1980

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	5,060				5,760		6,380		8,870				9,180			
(%)	6.5				7.4		8.2		11.4				11.8			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	3,730				4,900		5,450		7,000				7,080			
(%)	4.8	4.3*		5.2*	6.3		7.0		9.0	8.9*		9.1*	9.1	8.8*		9.4*
SHARE OF AUDIENCE %	25	24 *		26 *	29		30		35	34 *		35 *	34	33 *		35 *
AVG. AUD. BY ¼ HR. %	4.1	4.5	5.0	5.4	6.0	6.6	6.7	7.2	8.7	9.0	9.1	9.1	8.7	8.8	9.2	9.6
CBS TV TOTAL AUDIENCE (Households (000))	4,750		5,290				5,520		7,160				7,160			
(%)	6.1		6.8				7.1		9.2				9.2			
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS >(S)(OP) →			
AVERAGE AUDIENCE (Households (000))	4,120		4,670				4,670		5,600				5,680			
(%)	5.3		6.0				6.0		7.2	7.0*		7.5*	7.3	7.2*		7.3*
SHARE OF AUDIENCE %	29		30				26		30	29 *		30 *	28	27 *		27 *
AVG. AUD. BY ¼ HR. %	5.0	5.5	5.9	6.2			6.0	6.0	6.7	7.2	7.5	7.5	7.0	7.3	7.3	7.3
NBC TV TOTAL AUDIENCE (Households (000))	3,500		3,500		2,490		3,420		5,680				4,980			
(%)	4.5		4.5		3.2		4.4		7.3				6.4			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	2,880		3,030		2,180		2,800		4,200				3,730			
(%)	3.7		3.9		2.8		3.6		5.4	5.2*		5.5*	4.8	4.9*		4.7*
SHARE OF AUDIENCE %	20		20		13		15		21	20 *		21 *	18	19 *		18 *
AVG. AUD. BY ¼ HR. %	3.6	3.9	3.9	4.0	2.7	2.9	3.7	3.6	5.0	5.4	5.5	5.6	5.0	4.8	4.7	4.7

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	5,130				5,450		5,680		8,790				8,480			
(%)	6.6				7.0		7.3		11.3				10.9			
Program	← LOVE BOAT DAYTIME →				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		← ALL MY CHILDREN (SUS-OP)(OP) →				← ONE LIFE TO LIVE (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	3,810				4,510		4,820		6,770				6,770			
(%)	4.9	4.7*		5.1*	5.8		6.2		8.7	8.5*		9.0*	8.7	8.7*		8.8*
SHARE OF AUDIENCE %	26	26 *		26 *	26		26		33	33 *		34 *	32	32 *		32 *
AVG. AUD. BY ¼ HR. %	4.5	4.7	4.9	5.3	5.6	6.0	6.0	6.4	8.1	8.8	9.0	9.0	8.6	8.8	8.8	8.8
CBS TV TOTAL AUDIENCE (Households (000))	4,980		5,450				5,520		7,390				7,470			
(%)	6.4		7.0				7.1		9.5				9.6			
Program	PRICE IS RIGHT 1 (SUS-OP)		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		← YOUNG AND THE RESTLESS >(S)(OP) →				← AS THE WORLD TURNS (SUS-OP) →			
AVERAGE AUDIENCE (Households (000))	4,120		4,750				4,900		5,840				6,150			
(%)	5.3		6.1				6.3		7.5	7.2*		7.8*	7.9	7.8*		8.0*
SHARE OF AUDIENCE %	29		31				27		31	30 *		31 *	29	29 *		29 *
AVG. AUD. BY ¼ HR. %	5.1	5.6	6.0	6.1			6.2	6.3	7.0	7.5	7.8	7.8	7.6	7.9	8.0	8.1
NBC TV TOTAL AUDIENCE (Households (000))	3,110		3,500		2,410		3,730		5,760				4,900			
(%)	4.0		4.5		3.1		4.8		7.4				6.3			
Program	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		← DAYS OF OUR LIVES >(S)(OP) →				← ANOTHER WORLD →			
AVERAGE AUDIENCE (Households (000))	2,570		3,110		2,020		2,960		4,360				3,810			
(%)	3.3		4.0		2.6		3.8		5.6	5.4*		5.7*	4.9	4.9*		4.9*
SHARE OF AUDIENCE %	18		21		12		16		21	21 *		22 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	3.1	3.5	3.8	4.2	2.5	2.7	3.6	4.0	5.4	5.4	5.7	5.7	4.9	5.0	4.9	4.9

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	18.0	19.0	19.8	20.9	22.3	23.7	23.7	24.5	25.5	26.2	25.5	25.9	25.8	26.7	26.7	27.0
WK. 2	18.1	18.6	19.2	20.5	22.2	23.5	23.8	24.7	25.7	26.6	26.0	26.4	26.4	27.3	27.3	27.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.22-26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.15-19, 1980

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,580 13.6				4,750 6.1										9,410 12.1	
Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT (MTUWF)(SUS-OP)										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	8,560 11.0	10.8*		11.3*	4,120 5.3										8,170 10.5	
SHARE OF AUDIENCE %	38	39 *		38 *	19										22	
AVG. AUD. BY ¼ HR. %	10.6	11.0	11.3	11.2	5.5	5.0									10.4	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,080 9.1				3,030 3.9										11,050 14.2	
Program	← GUIDING LIGHT >(S)(OP) →				ONE DAY AT A TIME-M-F (MTUWF)(SUS-OP)										CBS EVENING NEWS-CRONKITE	
AVERAGE AUDIENCE (Households (000) & %)	5,840 7.5	7.4*		7.5*	2,570 3.3										9,730 12.5	
SHARE OF AUDIENCE %	26	27 *		26 *	12										26	
AVG. AUD. BY ¼ HR. %	7.4	7.4	7.6	7.5	3.0	3.6									12.3	12.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,430 5.7														9,880 12.7	
Program	← TEXAS →				(SUS-OP)										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1	4.2*		3.9*											8,400 10.8	
SHARE OF AUDIENCE %	14	15 *		13 *											23	
AVG. AUD. BY ¼ HR. %	4.3	4.1	3.8	4.1											10.4	11.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,040 12.9				4,280 5.5										10,660 13.7	
Program	← GENERAL HOSPITAL (SUS-OP) →				EDGE OF NIGHT				(S)(OP)						ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	8,010 10.3	10.1*		10.5*	3,660 4.7										9,020 11.6	
SHARE OF AUDIENCE %	35	36 *		35 *	16										24	
AVG. AUD. BY ¼ HR. %	9.8	10.3	10.5	10.5	4.7	4.7									11.5	11.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	7,620 9.8				3,580 4.6										11,360 14.6	
Program	← GUIDING LIGHT >(S)(OP) →				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-CRONKITE	
AVERAGE AUDIENCE (Households (000) & %)	6,300 8.1	8.0*		8.3*	2,960 3.8										9,880 12.7	
SHARE OF AUDIENCE %	28	28 *		28 *	13										26	
AVG. AUD. BY ¼ HR. %	8.0	8.0	8.3	8.2	3.5	4.0									12.7	12.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,750 6.1														10,350 13.3	
Program	← TEXAS >(S)(OP) →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,500 4.5	4.4*		4.6*											9,100 11.7	
SHARE OF AUDIENCE %	15	16 *		15 *											24	
AVG. AUD. BY ¼ HR. %	4.5	4.4	4.5	4.7											11.5	11.8
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	27.3	28.3	29.1	29.8	28.2	29.5	30.4	32.1	33.5	35.8	38.1	40.0	43.4	45.4	46.5	48.0
WK. 2	27.6	28.8	30.0	31.1	29.9	31.4	32.1	33.5	34.7	36.7	38.2	40.6	43.9	46.8	48.4	49.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.22-26, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 20, 1980

WEEK 1

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	3,190		4,510		3,730		4,430		5,520		6,150	
TOTAL AUDIENCE (%)	4.1		5.8		4.8		5.7		7.1		7.9	
Program	GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-1	
AVERAGE AUDIENCE (Households (000))	2,490		3,580		3,190		3,420		4,280		5,210	
AVERAGE AUDIENCE (%)	3.2		4.6		4.1		4.4		5.5		6.7	
SHARE OF AUDIENCE %	30		30		22		22		25		29	
AVG. AUD. BY ¼ HR. %	2.8	3.5	4.5	4.7	4.0	4.2	4.5	4.4	5.0	6.0	6.5	7.0

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	2,720		4,900		7,080		7,620		8,090		7,160	
TOTAL AUDIENCE (%)	3.5		6.3		9.1		9.8		10.4		9.2	
Program	MIGHTY MOUSE-HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
AVERAGE AUDIENCE (Households (000))	2,100		3,350		5,680		6,540		6,920		5,990	
AVERAGE AUDIENCE (%)	2.7		4.3		7.3		8.4		8.9		7.7	
SHARE OF AUDIENCE %	23		27		39		40		39		34	
AVG. AUD. BY ¼ HR. %	2.4	3.0	3.5	5.0	6.8	7.9	8.1	8.8	9.0	8.7	8.0	7.3

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	2,260		3,730		4,120		5,130		4,980		4,670	
TOTAL AUDIENCE (%)	2.9		4.8		5.3		6.6		6.4		6.0	
Program	GODZILLA/GLOBETROTTERS 1 (OP)		GODZILLA/GLOBETROTTERS 2 (OP)		FRED & BARNEY/SHMOO 1 (OP)		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000))	1,790		2,880		2,960		3,970		3,970		3,810	
AVERAGE AUDIENCE (%)	2.3		3.7		3.8		5.1		5.1		4.9	
SHARE OF AUDIENCE %	21		24		21		25		23		21	
AVG. AUD. BY ¼ HR. %	2.0	2.7	3.6	3.7	3.2	4.4	5.0	5.2	5.4	4.8	4.8	5.0

WEEK 2

ABC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	3,030		4,200		4,280		4,750		5,910		6,690	
TOTAL AUDIENCE (%)	3.9		5.4		5.5		6.1		7.6		8.6	
Program	GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-1	
AVERAGE AUDIENCE (Households (000))	2,410		3,270		3,730		3,890		4,820		5,760	
AVERAGE AUDIENCE (%)	3.1		4.2		4.8		5.0		6.2		7.4	
SHARE OF AUDIENCE %	28		27		24		23		27		32	
AVG. AUD. BY ¼ HR. %	3.0	3.3	4.0	4.5	4.6	4.9	5.0	5.0	5.8	6.5	6.9	7.8

CBS TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	3,500		5,600		7,000		8,010		7,160		5,910	
TOTAL AUDIENCE (%)	4.5		7.2		9.0		10.3		9.2		7.6	
Program	MIGHTY MOUSE-HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
AVERAGE AUDIENCE (Households (000))	2,720		4,120		5,910		6,540		6,070		4,590	
AVERAGE AUDIENCE (%)	3.5		5.3		7.6		8.4		7.8		5.9	
SHARE OF AUDIENCE %	28		31		37		39		34		25	
AVG. AUD. BY ¼ HR. %	3.0	3.9	4.6	6.1	7.3	7.8	8.1	8.6	8.0	7.7	6.2	5.7

NBC TV

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	2,410		3,500		3,970		4,820		5,370		5,210	
TOTAL AUDIENCE (%)	3.1		4.5		5.1		6.2		6.9		6.7	
Program	GODZILLA/DYNOMUTT HOUR I (OP)		GODZILLA/DYNOMUTT HOUR II (OP)		FRED & BARNEY/SHMOO 1 (OP)		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000))	1,950		2,720		3,350		3,890		4,280		4,120	
AVERAGE AUDIENCE (%)	2.5		3.5		4.3		5.0		5.5		5.3	
SHARE OF AUDIENCE %	23		22		22		23		24		23	
AVG. AUD. BY ¼ HR. %	2.2	2.7	3.4	3.5	4.1	4.5	4.9	5.0	5.2	5.8	5.2	5.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	4.8	5.8	6.7	8.2	10.5	12.8	15.3	16.9	17.7	19.9	20.4	21.3	22.5	23.4	23.1	22.7
WK. 2	3.7	5.2	6.8	8.3	11.0	13.5	15.8	18.3	20.0	21.2	21.5	22.1	22.6	23.6	23.1	23.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 27, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.20, 1980

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	5,910 7.6		4,510 5.8		5,060 6.5		5,520 7.1				5,520 7.1	14,240 18.3				
Program	SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART II		← AMERICAN BANDSTAND '80 →				(1) (→OP)	← NCAA FOOTBALL GAME — VARIOUS TEAMS AND TIMES ~ (1:42-4:58PM)				
AVERAGE AUDIENCE (Households (000) & %)	4,900 6.3		3,580 4.6		3,890 5.0		3,030 3.9	3.4*		4.3*	4,900 6.3	5,990 7.7		8.5*		8.2*
SHARE OF AUDIENCE %	29		21		22		17	15 *		18 *	27	28		33 *		31 *
AVG. AUD. BY ¼ HR. %	6.5	6.2	4.5	4.7	4.7	5.3	3.4	3.5	4.3	4.4	6.3	6.8	8.5	8.5	8.1	8.3
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,910 7.6		5,370 6.9		5,450 7.0		5,760 7.4		6,850 8.8		4,200 5.4					
Program	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	4,980 6.4		4,360 5.6		4,430 5.7		4,750 6.1		5,290 6.8		3,270 4.2					
SHARE OF AUDIENCE %	29		26		25		27		28		17					
AVG. AUD. BY ¼ HR. %	6.7	6.1	5.7	5.4	5.8	5.7	5.7	6.5	6.9	6.7	4.4	4.0				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	4,360 5.6		4,360 5.6		3,660 4.7		3,190 4.1						3,580 4.6	11,200 14.4		
Program	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)						(2) (→OP)	← NBC MAJ LEAG BSBL — BOSTON VS NEW YORK YANKEES MONTREAL VS ST. LOUIS (2:18-5:20PM)		
AVERAGE AUDIENCE (Households (000) & %)	3,890 5.0		3,500 4.5		3,030 3.9		2,650 3.4						3,270 4.2	4,510 5.8		4.9*
SHARE OF AUDIENCE %	23		21		18		16						17	20		18 *
AVG. AUD. BY ¼ HR. %	4.8	5.1	4.4	4.6	3.9	3.9	3.4	3.4					4.2	4.8	4.8	4.9

WEEK 2

DAY SAT. SEPT.27, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	7,390 9.5		6,300 8.1		5,990 7.7		6,920 8.9				6,070 7.8	16,030 20.6				
Program	SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE INCREDIBLE DETECTIVES		← AMERICAN BANDSTAND '80 →				NCAA FOOTBALL PRE GAME	← NCAA FOOTBALL GAME — NEBRASKA VS PENN ST. ALABAMA ST. VS JACKSONVILLE ST. (1:45-5:02PM)				
AVERAGE AUDIENCE (Households (000) & %)	6,380 8.2		5,210 6.7		5,130 6.6		3,890 5.0	4.9*		5.1*	5,760 7.4	7,240 9.3		9.8*		9.9*
SHARE OF AUDIENCE %	36		27		26		18	18 *		18 *	27	30		35 *		34 *
AVG. AUD. BY ¼ HR. %	8.1	8.3	6.7	6.8	6.1	7.1	5.0	4.9	5.1	5.2	7.4	8.0	9.7	9.8	10.0	9.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,910 7.6		5,840 7.5		5,840 7.5		6,610 8.5		6,920 8.9		4,200 5.4					
Program	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	5,060 6.5		4,670 6.0		4,980 6.4		5,990 7.7		5,680 7.3		3,500 4.5					
SHARE OF AUDIENCE %	27		23		24		29		26		17					
AVG. AUD. BY ¼ HR. %	6.4	6.6	6.0	6.0	6.3	6.5	7.6	7.9	7.4	7.2	4.9	4.1				
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	3,810 4.9		4,980 6.4		4,120 5.3		3,580 4.6						4,670 6.0	9,260 11.9		
Program	BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		JONNY QUEST (OP)		JETSONS						(3) (→OP)	NBC MAJ LEAG BSBL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (2:22-5:00PM)		
AVERAGE AUDIENCE (Households (000) & %)	3,110 4.0		3,970 5.1		3,270 4.2		2,800 3.6						3,810 4.9	4,750 6.1		5.0*
SHARE OF AUDIENCE %	17		20		16		13						17	19		17 *
AVG. AUD. BY ¼ HR. %	4.1	3.9	4.8	5.4	4.1	4.2	3.4	3.8					4.9	4.5	4.7	5.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	22.3	21.5	20.9	21.9	22.4	22.7	22.6	23.0	24.5	24.7	24.5	25.1	25.9	26.7	27.3	27.2
WK. 2	23.5	24.5	25.7	26.5	26.6	26.4	25.9	27.2	27.5	27.9	27.3	27.0	27.3	27.5	28.1	29.1

U.S. TV Households: 77,800,000

(1)NCAA FOOTBALL PRE GAME,ABC,(1:30-1:47PM)

(2)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:16PM)

(3)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:22PM)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT.20, 1980

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)								6,070 7.8	11,830 15.2							
ABC TV program	NCAA FOOTBALL GAME VARIOUS TEAMS & TIMES (1:42-4:58PM)(SUS-OP)								(1) (-OP)	ABC WIDE WORLD-SPORTS SAT (5:10-6:30PM)						
AVERAGE AUDIENCE (Households (000) & %)		7.8*		7.3*		7.6*		5,910 7.6	6,070 7.8	7.0*		7.3*		8.9*		
SHARE OF AUDIENCE %		28 *		25 *		25 *		25	25	23 *		24 *		26 *		
AVG. AUD. BY ¼ HR. %	8.1	7.5	6.8	7.8	7.8	7.5	7.5	7.5	6.9	7.0	6.8	7.8	9.0	8.8		
CBS TV TOTAL AUDIENCE (Households (000) & %)			6,380 8.2						7,000 9.0						5,990 7.7	
CBS TV program			CBS SPORTS SPECTACULAR						WOODWARD STAKES (5:00-5:54PM) (S)(OP)						CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)			2,960 3.8	3.8*		3.8*		3.8*	3,730 4.8	4.3*		5.5*			5,060 6.5	
SHARE OF AUDIENCE %			13	13 *		13 *		13 *	16	14 *		18 *			18	
AVG. AUD. BY ¼ HR. %			3.8	3.8	4.1	3.6	3.7	3.8	3.8	4.7	5.4	5.6			6.4	6.7
NBC TV TOTAL AUDIENCE (Households (000) & %)															6,300 8.1	
NBC TV program	NBC MAJOR LEAGUE BASEBALL BOSTON VS NEW YORK YANKEES MONTREAL VS ST. LOUIS (2:16-5:20PM)														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		5.6*		6.1*		5.9*		6.3*							5,210 6.7	
SHARE OF AUDIENCE %		20 *		21 *		20 *		21 *							19	
AVG. AUD. BY ¼ HR. %	5.5	5.6	6.4	5.8	5.8	6.1	5.8	6.8	7.4						6.6	6.7

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)								7,940 10.2	15,720 20.2							
ABC TV program	NCAA FOOTBALL GAME NEBRASKA VS PENN ST. ALABAMA ST. VS JACKSONVILLE ST. (1:45-5:02PM)(-OP)							(2)	ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE (Households (000) & %)		8.1*		9.5*		9.7*		7,700 9.9	8,950 11.5	11.0*		11.5*		11.9*		
SHARE OF AUDIENCE %		27 *		30 *		30 *		30	31	31 *		31 *		29 *		
AVG. AUD. BY ¼ HR. %	8.8	7.5	9.3	9.6	9.7	9.8	9.9	9.9	10.5	11.5	12.1	10.8	12.0	11.8		
CBS TV TOTAL AUDIENCE (Households (000) & %)							8,790 11.3								8,640 11.1	
CBS TV program							CBS SPORTS SPECTACULAR (4:30-5:55PM) (S)(OP)								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)							3,660 4.7	4.5*		4.6*		5.0*			7,550 9.7	
SHARE OF AUDIENCE %							14	13 *		14 *		14 *			22	
AVG. AUD. BY ¼ HR. %							4.4	4.7	4.9	4.3	4.8	5.2			9.2	10.2
NBC TV TOTAL AUDIENCE (Households (000) & %)															7,700 9.9	
NBC TV program	NBC MAJOR LEAGUE BASEBALL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (2:22-5:00PM)														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		6.1*		6.0*		6.8*		6.8*							6,460 8.3	
SHARE OF AUDIENCE %		20 *		19 *		21 *		20 *							19	
AVG. AUD. BY ¼ HR. %	6.1	6.2	5.7	6.4	6.9	6.7	7.0	6.5							7.8	8.8

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	27.8	28.5	29.0	29.2	29.4	30.5	30.5	31.8	32.1	30.4	30.3	31.2	32.7	34.4	35.9	36.7
WK. 2	30.3	29.9	31.2	32.8	32.3	33.6	34.9	35.1	35.0	36.3	36.8	36.9	39.2	41.7	43.1	45.2

U.S. TV Households: 77,800,000

(1)NCAA FOOTBALL POST GAME,ABC,(4:58-5:10PM)

(2)NCAA FOOTBALL POST GAME,ABC,(4:48-5:00PM)

For explanation of symbols, See page A.

DAY SAT. SEPT.27, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.21, 1980

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															3,030 3.9	
Program															KIDS ARE PEOPLE TOO I	
AVERAGE AUDIENCE (Households (000) & %)															2,490 3.2	
SHARE OF AUDIENCE %															17	
AVG. AUD. BY ¼ HR. %															3.0	3.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					620 .8		540 .7		3,810 4.9							
Program					THREE ROBONIC STOOGES (OP)		JASON OF STAR COMMAND (OP)		← SUNDAY MORNING					→	FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					470 .6		470 .6		2,180 2.8	2.1*		3.0*		3.3*		
SHARE OF AUDIENCE %					8		5		15	14 *		16 *		16 *		
AVG. AUD. BY ¼ HR. %					<<	.7	.5	.6	2.0	2.3	2.8	3.1	3.4	3.2		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,880 3.7	
Program															KIDS ARE PEOPLE TOO I	
AVERAGE AUDIENCE (Households (000) & %)															2,330 3.0	
SHARE OF AUDIENCE %															13	
AVG. AUD. BY ¼ HR. %															2.6	3.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					700 .9		930 1.2		4,980 6.4							
Program					THREE ROBONIC STOOGES (OP)		JASON OF STAR COMMAND (OP)		← SUNDAY MORNING					→	FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Households (000) & %)					540 .7		780 1.0		2,800 3.6	3.2*		3.7*		3.8*		
SHARE OF AUDIENCE %					10		10		21	23 *		22 *		18 *		
AVG. AUD. BY ¼ HR. %					.7	.7	.8	1.1	2.9	3.6	3.8	3.7	3.9	3.7		
NBC TV TOTAL AUDIENCE (Households (000) & %)																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	3.2	3.9	5.2	7.0	8.6	9.9	12.0	14.0	15.6	17.7	19.4	20.1	21.1	21.9	21.6	21.1
WK. 2	3.0	3.5	4.1	5.0	6.5	8.3	10.2	12.2	14.4	17.0	18.1	19.2	20.9	22.6	22.7	23.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT.28, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.21, 1980

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,030 3.9		2,330 3.0		2,410 3.1		4,980 6.4									
Program	KIDS ARE PEOPLE TOO II (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80		SOCCER BOWL '80 NEW YORK VS FT. LAUDERDALE									
AVERAGE AUDIENCE (Households (000) & %)	2,570 3.3		1,870 2.4		1,870 2.4		1,790 2.3	2.2*		2.6*		2.3*		2.2*		2.2*
SHARE OF AUDIENCE %	17		10		9		7	9 *		9 *		7 *		6 *		6 *
AVG. AUD. BY ¼ HR. %	3.2	3.3	2.5	2.2	2.5	2.3	2.2	2.2	2.5	2.6	2.3	2.2	2.3	2.0	2.3	2.0
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,190 4.1				6,540 8.4		21,550 27.7							
Program			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)							
AVERAGE AUDIENCE (Households (000) & %)			2,800 3.6				4,900 6.3		9,340 12.0	10.5*		12.2*		12.2*		12.4*
SHARE OF AUDIENCE %			15				25		34	35 *		36 *		35 *		34 *
AVG. AUD. BY ¼ HR. %			3.5	3.7			5.4	7.2	9.6	11.5	12.3	12.1	12.0	12.4	12.7	12.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					3,660 4.7		5,520 7.1		24,970 32.1							
Program			RELIGIOUS SERIES (SUS)		MEET THE PRESS		NFL '80-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:10PM)							
AVERAGE AUDIENCE (Households (000) & %)					3,030 3.9		4,200 5.4		13,620 17.5	13.2*		17.4*		18.2*		16.9*
SHARE OF AUDIENCE %					17		22		49	44 *		51 *		52 *		47 *
AVG. AUD. BY ¼ HR. %					3.7	4.1	4.5	6.2	11.5	14.8	17.0	17.8	18.2	18.2	17.0	16.8

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,660 4.7		2,260 2.9		3,660 4.7		1,630 2.1									
Program	KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '80									
AVERAGE AUDIENCE (Households (000) & %)	2,960 3.8		1,950 2.5		2,880 3.7		1,240 1.6									
SHARE OF AUDIENCE %	16		10		13		5									
AVG. AUD. BY ¼ HR. %	3.8	3.8	2.4	2.7	3.9	3.4	1.7	1.6								
CBS TV TOTAL AUDIENCE (Households (000) & %)			2,960 3.8				7,700 9.9		23,260 29.9							
Program			FACE THE NATION				CBS NFL FOOTBALL PRE GAME		CBS NFL FOOTBALL GAME I VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)							
AVERAGE AUDIENCE (Households (000) & %)			2,410 3.1				6,150 7.9		13,230 17.0	15.4*		17.9*		18.5*		16.1*
SHARE OF AUDIENCE %			12				27		45	48 *		51 *		49 *		41 *
AVG. AUD. BY ¼ HR. %			3.0	3.2			7.1	8.6	14.0	16.9	17.8	18.1	19.3	17.8	16.0	16.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					3,190 4.1		5,060 6.5		15,950 20.5							
Program					MEET THE PRESS		NFL '80-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:35PM)							
AVERAGE AUDIENCE (Households (000) & %)					2,570 3.3		3,580 4.6		7,780 10.0	8.7*		11.0*		9.7*		10.3*
SHARE OF AUDIENCE %					13		16		27	27 *		31 *		25 *		26 *
AVG. AUD. BY ¼ HR. %					3.2	3.3	4.2	5.1	7.8	9.6	10.8	11.1	9.8	9.6	10.3	10.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	21.1	21.7	22.0	22.9	23.8	24.2	25.5	27.5	29.7	32.4	34.5	35.4	36.0	36.8	37.2	38.3
WK. 2	24.1	24.1	24.2	25.3	27.4	29.1	30.2	31.0	33.2	35.0	36.6	37.0	38.9	40.2	40.3	41.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT.28, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.21, 1980

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,730 12.5												8,320 10.7			
ABC TV program	ABC SUNDAY AFTERNOON BSBL CINCINNATI VS LOS ANGELES HOUSTON VS SAN FRANCISCO (3:00-7:07PM)												ABC SUN AFTERNOON BSBL(B) CINCINNATI VS LOS ANGELES (6:00-7:07PM)			
AVERAGE AUDIENCE (Households (000) & %)	3,350 4.3	4.1*		3.9*		3.6*		4.1*		4.5*		5.6*	4,980 6.4	6.3*		6.6*
SHARE OF AUDIENCE %	11	11 *		10 *		9 *		10 *		11 *		14 *	14	14 *		14 *
AVG. AUD. BY ¼ HR. %	3.9	4.2	4.1	3.7	3.5	3.7	3.6	4.6	4.5	4.6	5.1	6.2	6.4	6.2	6.6	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,840 25.5											
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)(-OP)				CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES ~ (4:00-7:15PM)											
AVERAGE AUDIENCE (Households (000) & %)		12.3*		12.1*	9,180 11.8			10.8*		11.3*		11.5*		12.5*		12.7*
SHARE OF AUDIENCE %		32 *		31 *	28			27 *		29 *		28 *		28 *		27 *
AVG. AUD. BY ¼ HR. %	12.5	12.2	12.0	12.3	9.0	9.9	10.7	10.9	10.7	11.9	11.5	11.5	12.5	12.4	12.6	12.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					5,910 7.6										5,450 7.0	
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:18PM)(-OP)				NFL FOOTBALL POST-NBC (4:07-4:22PM)										NBC NIGHTLY NEWS-SUN.(B)	
AVERAGE AUDIENCE (Households (000) & %)		18.8*		19.8*	5,680 7.3										4,670 6.0	
SHARE OF AUDIENCE %		49 *		51 *	18										12	
AVG. AUD. BY ¼ HR. %	[illegible]	18.8	19.5	20.0	8.1	6.4									5.7	6.3

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	10,040 12.9														7,080 9.1	
ABC TV program	ABC SUNDAY AFTERNOON BSBL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (3:00-6:05PM)														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)	4,120 5.3	3.4*		4.6*		5.4*		6.0*		6.4*		6.0*			5,450 7.0	
SHARE OF AUDIENCE %	13	8 *		11 *		13 *		15 *		16 *		14 *			15	
AVG. AUD. BY ¼ HR. %	3.2	3.6	4.4	4.8	5.3	5.5	5.9	6.1	6.3	6.4	6.5	5.6			6.4	7.6
CBS TV TOTAL AUDIENCE (Households (000) & %)									8,170 10.5						8,710 11.2	
CBS TV program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)(OP)								AFTERNOON PLAYHOUSE THE YEAR OF THE GENTLE TIGER						CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000) & %)		17.2*		17.0*					4,750 6.1	6.0*		6.2*			6,850 8.8	
SHARE OF AUDIENCE %		42 *		41 *					14	14 *		14 *			18	
AVG. AUD. BY ¼ HR. %	17.2	17.1	17.1	16.8					6.7	5.4	5.6	6.8			8.0	9.7
NBC TV TOTAL AUDIENCE (Households (000) & %)							22,800 29.3									
NBC TV program	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:35PM)(OP)						NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES ~ (4:00-6:53PM)(6:59-7:09PM)(OP)									
AVERAGE AUDIENCE (Households (000) & %)		10.2*					11,280 14.5	11.7*		14.5*		15.4*		16.1*		15.6*
SHARE OF AUDIENCE %		25 *					34	29 *		36 *		37 *		37 *		33 *
AVG. AUD. BY ¼ HR. %	10.1	10.3	9.9	9.3			11.8	11.7	14.3	14.8	14.7	16.0	16.4	15.8	15.8	15.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	39.2	40.1	39.9	41.1	42.5	41.6	40.5	40.4	40.8	42.2	43.4	44.6	45.8	47.1	48.9	50.5
WK. 2	41.5	42.3	42.7	42.5	41.7	41.7	41.9	41.1	41.4	41.6	42.2	43.7	44.7	46.3	46.9	50.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT.28, 1980

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC ED CLARK FOR PRES. COMM(S)	2	8.55- 8.59PM	8.45								13,380	17.2	11,590	14.9	23	14.9	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.06AM	→GRID	28,160	36.2	14,160	18.2	30									
	2	9.00-12.04AM	→GRID								28,400	36.5	14,000	18.0	31		
			11.00						20.2							17.2	
			11.15				19.6*	36*	19.0					16.6*	31*	16.1	
			11.30						19.2							15.4	
			11.45				17.9*	42*	16.7					14.2*	34*	12.9	
			12.00						14.3							12.1	
EVENING TUESDAY																	
ABC ED CLARK FOR PRES. COMM(S)	1	10.56-11.00PM	10.45	10,350	13.3	8,560	11.0	20	11.0								
CBS CARTER FOR PRESIDENT-TUE(S)	2	10.56-11.00PM	10.45								11,830	15.2	10,270	13.2	25	13.2	
NBC ED CLARK-PRES.-TUE.(S)	2	10.55-11.00PM	10.45								13,850	17.8	11,980	15.4	29	15.4	
EVENING WEDNESDAY																	
ABC REAGAN/BUSH COMM. 1(S)	2	10.56-11.00PM	10.45								11,830	15.2	10,890	14.0	24	14.0	
ABC REAGAN/BUSH COMM. 10.56PM(S)	1	10.56-11.00PM	10.45	9,960	12.8	8,400	10.8	18	10.8								
NBC REAGAN/BUSH POLITICAL-WED(S)	2	10.55-11.00PM	10.45								14,940	19.2	13,150	16.9	29	16.9	
EVENING THURSDAY																	
CBS REAGAN FOR PRESIDENT-THU(S)	1	10.54-11.00PM	10.45	9,880	12.7	7,390	9.5	16	9.5								
EVENING FRIDAY																	
ABC CARTER/MONDALE COMM. 2(S)	2	10.56-11.00PM	10.45								9,020	11.6	7,860	10.1	20	10.1	
CBS REAGAN FOR PRESIDENT-FRI(S)	1	10.56-11.00PM	10.45	12,290	15.8	10,660	13.7	23	13.7								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	9.57- 9.59PM	9.45	13,850	17.8	13,540	17.4	32	17.4								
	2	9.58- 9.59PM	9.45								14,700	18.9	14,700	18.9	34	18.9	
ABC CARTER/MONDALE COMM. 2(S)	1	10.56-11.00PM	10.45	12,910	16.6	12,060	15.5	31	15.5								
ABC REAGAN/BUSH COMM. 3(S)	2	10.56-11.00PM	10.45								12,600	16.2	11,440	14.7	29	14.7	
CBS NEWSBREAK-SAT.		8.28- 8.29PM	8.15	7,620	9.8	7,620	9.8	21	9.8		11,200	14.4	11,200	14.4	26	14.4	
NBC NBC NEWS UPDATE-SAT.	1	9.10- 9.11PM	9.00	10,660	13.7	10,660	13.7	27	13.7								
	2	9.11- 9.12PM	9.00								11,200	14.4	11,200	14.4	26	14.4	
NBC CARTER/MONDALE POLIT.-SAT(S)	2	10.55-11.00PM	10.45								11,050	14.2	9,960	12.8	26	12.8	
NBC REAGAN POLITICAL-SAT.(S)	1	10.55-11.00PM	10.45	12,140	15.6	10,970	14.1	28	14.1								
EVENING SUNDAY																	
ABC ABC SUN AFTERNOON BSBL(B)	1	6.00- 7.07PM	→GRID	8,320	10.7	4,980	6.4	14									
			7.00						6.4								
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45								12,210	15.7	12,210	15.7	26	15.7	
	1	8.57- 8.59PM	8.45	17,350	22.3	16,800	21.6	34	21.6								
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.27PM	→GRID	28,160	36.2	16,340	21.0	35									
			11.15				21.0*	41*	19.4								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								11,360	14.6	11,360	14.6	22	14.6	
CBS ED CLARK FOR PRESIDENT-SU(S)	1	9.45- 9.48PM	9.45	15,330	19.7	14,630	18.8	30	18.8								
CBS NEWSBREAK-SUN.	1	9.48- 9.50PM	9.45	12,760	16.4	12,450	16.0	26	16.0								
CBS PRE-DEBATE-CBS(S)	1	9.51-10.00PM	9.45	15,640	20.1	11,750	15.1	23	15.1								
CBS CARTER FOR PRESIDENT-SUN(S)	2	10.56-11.00PM	10.45								11,280	14.5	9,800	12.6	23	12.6	
NBC NFL FOOTBALL GAME 2-NBC	2	4.35- 6.53PM	→GRID								22,800	29.3	11,280	14.5	34		
	2	6.59- 7.09PM															
			7.00													11.5	
NBC CHIPS(B)	1	7.00- 7.18PM	→GRID	9,100	11.7	8,170	10.5	20									
			7.15						12.0								
NBC NBC NEWS UPDATE-SUN.	1	7.58- 7.59PM	7.45	11,360	14.6	11,360	14.6	26	14.6								
	2	8.58- 8.59PM	8.45								13,770	17.7	13,770	17.7	27	17.7	
NBC ED CLARK-PRES.(S)	1	9.55-10.00PM	9.45	14,160	18.2	11,830	15.2	25	15.2								
NBC ED CLARK-PRES.-SUN.(S)	2	10.55-11.00PM	10.45								10,970	14.1	9,880	12.7	23	12.7	
NBC DECISION '80-SUN	1	11.34-12.04AM	→GRID	2,880	3.7	2,410	3.1	10									
			12.00						2.9								

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	9,490	12.2	9,490	12.2	19	12.1	M-F	12,140	15.6	11,670	15.0	24	13.7	M-F
			9.45						12.3	TU-TH						15.8	TU-TH
ABC ABC NEWS:NIGHTLINE M-TH		>	11.30	5,760	7.4	5,130	6.6	22	7.3	M-TH	6,540	8.4	5,910	7.6	26	8.8	M-TH
			11.45						6.2	TU-TH						7.9	TU-TH
			12.30						5.7	MON.						5.4	MON.
			12.45						5.1	MON.						4.9	MON.
			1.00													4.6	MON.
ABC FRIDAYS		11.30-12.40AM	11.30	9,100	11.7	5,370	6.9	21	7.4	FRI.	7,240	9.3	4,200	5.4	18	5.9	FRI.
			11.45				7.2*	19*	7.1	FRI.				5.6*	16*	5.4	FRI.
			12.00						6.8	FRI.						5.9	FRI.
			12.15				6.7*	22*	6.6	FRI.				5.6*	20*	5.3	FRI.
			12.30						6.6	FRI.						4.0	FRI.
ABC CHARLIE'S ANGELS-11.30	1	11.51-12.58AM	11.45	5,450	7.0	3,500	4.5	20	4.7	THU.							
	2	11.50-12.57AM	11.45								3,810	4.9	2,410	3.1	14	3.8	THU.
			12.00						5.0	THU.						3.4	THU.
			12.15				4.8*	20*	4.7	THU.				3.2*	14*	3.0	THU.
			12.30						4.2	THU.						2.9	THU.
			12.45				4.1*	23*	4.0	THU.				2.8*	16*	2.6	THU.
ABC LOVE BOAT-11.30	1	11.51-12.59AM	11.45	4,670	6.0	3,350	4.3	20	4.0	WED.							
	2	11.50-12.58AM	11.45								5,910	7.6	3,970	5.1	23	5.2	WED.
			12.00						4.6	WED.						5.4	WED.
			12.15				4.6*	19*	4.6	WED.				5.3*	22*	5.2	WED.
			12.30						4.3	WED.						5.0	WED.
			12.45				4.2*	23*	4.1	WED.				4.8*	27*	4.7	WED.
ABC TUESDAY MOVIE OF THE WEEK CONT'D	1	11.50- 1.20AM	11.45	4,280	5.5	2,570	3.3	16	3.7	TUE.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																	
	2	11.53- 1.26AM	11.45								5,840	7.5	3,190	4.1	21	5.6	TUE.
			12.00						3.8	TUE.						4.7	TUE.
			12.15				3.6*	14*	3.5	TUE.				4.5*	19*	4.3	TUE.
			12.30						3.2	TUE.						4.1	TUE.
			12.45				3.1*	17*	3.1	TUE.				3.8*	21*	3.6	TUE.
			1.00						2.8	TUE.						3.5	TUE.
			1.15				2.8*	19*	2.7	TUE.				3.3*	23*	3.2	TUE.
ABC CARTER/MONDALE COMM.1(S)	2	12.58- 1.02AM	12.45								3,420	4.4	3,270	4.2	28	4.3	WED.
			1.00													4.2	WED.
ABC POLICE WOMAN-THU.	1	12.58- 1.55AM	12.45	2,490	3.2	2,020	2.6	22	2.6	THU.							
			1.00						2.4	THU.							
			1.15				2.5*	20*	2.6	THU.							
			1.30						2.7	THU.							
			1.45				2.7*	26*	2.7	THU.							
ABC REAGAN/BUSH COMM. 2(S)	2	12.57- 1.02AM	12.45								1,790	2.3	1,630	2.1	15	2.1	THU.
			1.00													2.1	THU.
ABC REAGAN/BUSH COMM.12:59AM(S)	1	12.59- 1.03AM	12.45	2,570	3.3	2,490	3.2	22	3.3	WED.							
			1.00						3.2	WED.							
ABC POLICE WOMAN-THU.	2	1.02- 1.47AM	1.00								1,870	2.4	1,710	2.2	20	2.1	THU.
			1.15											2.2*	18*	2.2	THU.
			1.30													2.1	THU.
			1.45													2.0	THU.
ABC POLICE WOMAN-WED.	1	1.03- 1.48AM	1.00	2,570	3.3	1,950	2.5	20	2.9	WED.							
	2	1.02- 1.45AM	1.00								3,190	4.1	2,410	3.1	25	3.7	WED.
			1.15				2.7*	21*	2.5	WED.				3.3*	25*	3.0	WED.
			1.30						2.4	WED.						2.6	WED.
			1.45						2.3	WED.							
CBS NEWSBREAK-M-F	1	>	8.15	9,340	12.0	9,340	12.0	19	12.0	M-F							
	2	>	8.45						12.1	MTUWF	11,440	14.7	11,440	14.7	24	14.7	M-F
CBS CAMPAIGN COUNTDOWN-WED(S)	1	11.30-12.00MD	11.30	4,430	5.7	3,190	4.1	13	4.3	WED.							
	2	11.30-12.04AM	11.30								6,300	8.1	4,360	5.6	18	6.2	WED.
			11.45						3.8	WED.						5.3	WED.
			12.00													4.6	WED.
CBS CBS NEWS SPEC. RPT-11.30P(S)	2	11.30-12.00MD	11.30								6,850	8.8	5,600	7.2	22	7.8	TUE.
			11.45													6.6	TUE.
CBS ED CLARK FOR PRESIDENT-TH(S)	1	11.30-11.34PM	11.30	6,150	7.9	5,520	7.1	20	7.1	THU.							
CBS LATE MOVIE I		>	11.30	5,840	7.5	3,970	5.1	19	5.5	M-F	6,150	7.9	3,810	4.9	20	7.0	M-F
			11.45				5.5*	16*	5.5	MTUTHF				6.7*	20*	6.5	MTHF
			12.00						5.2	M-F						5.1	M-F
			12.15				5.0*	19*	4.8	M-F				4.8*	20*	4.6	M-F
			12.30						4.5	M-F						4.3	M-F
			12.45				5.1*	28*	4.9	M-F				3.8*	20*	3.8	M-F
			1.00						5.1	WED.						3.5	TU & W
			1.15													3.1	TU & W
CBS REAGAN FOR PRESIDENT-FRI(S)	2	11.30-11.34PM	11.30								8,640	11.1	7,940	10.2	29	10.2	FRI.
CBS REAGAN FOR PRESIDENT-MON(S)	1	11.30-11.34PM	11.30	5,840	7.5	5,520	7.1	19	7.1	MON.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE II		>	12.30	3,350	4.3	2,650	3.4	21	3.3	MTUTHF	3,420	4.4	2,650	3.4	23	3.6	MTUTHF
			12.45						3.5	MTUTHF						3.9	MTHF
			1.00						3.4	MTUTHF						3.5	MTUTHF
			1.15				3.3*	22*	3.3	MTUTHF				3.5*	23*	3.2	MTUTHF
			1.30						3.4	MON.						3.1	TU & F
			1.45											2.7*	24*	2.7	TU & F
NBC NBC NEWS UPDATE-M-F		>	8.45	22,100	28.4	21,940	28.2	43	27.5	M-F	12,910	16.6	12,910	16.6	27	16.3	M-F
			9.00						29.5	MTUF						17.9	TUE.
			9.15						27.5	MTUF							
NBC TONIGHT SHOW		11.30-12.30AM	11.30	12,140	15.6	8,010	10.3	35	11.9	TU-F	9,730	12.5	6,460	8.3	29	9.4	M-F
			11.45				11.4*	34*	10.9	TU-F				9.1*	28*	8.9	M-F
			12.00						10.2	TU-F						8.2	M-F
			12.15				9.2*	35*	8.2	TU-F				7.4*	30*	6.6	M-F
NBC TONIGHT SHOW-MON(B)	1	11.30-12.50AM	11.30	9,020	11.6	4,750	6.1	22	8.2	MON.							
			11.45				7.7*	22*	7.1	MON.							
			12.00						6.3	MON.							
			12.15				5.8*	23*	5.4	MON.							
			12.30						4.2	MON.							
			12.45				4.2*	21*	4.2	MON.							
	1	12.50- 1.00AM	(SUS)														
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30	6,380	8.2	3,660	4.7	24	5.4	FRI.	5,600	7.2	3,270	4.2	23	4.5	FRI.
			12.45				5.4*	23*	5.4	FRI.				4.4*	20*	4.2	FRI.
			1.00						5.3	FRI.						4.6	FRI.
			1.15				4.9*	26*	4.5	FRI.				4.6*	25*	4.5	FRI.
			1.30						4.0	FRI.						3.9	FRI.
			1.45				3.8*	26*	3.5	FRI.				3.6*	25*	3.4	FRI.
NBC TOMORROW SHOW-1		12.30- 1.00AM	12.30	4,750	6.1	4,050	5.2	29	5.7	TU-TH	3,890	5.0	3,270	4.2	24	4.5	M-TH
			12.45						4.7	TU-TH						3.9	M-TH
NBC TOMORROW SHOW-MON(B)	1	1.00- 1.46AM	1.00	2,880	3.7	2,260	2.9	24	3.0	MON.							
			1.15				3.0*	23*	2.9	MON.							
			1.30						2.7	MON.							
			1.45						2.3	MON.							
	1	1.46- 2.00AM	(SUS)														
NBC TOMORROW SHOW-2		>	1.00	3,190	4.1	2,260	2.9	23	3.5	TU-TH	2,960	3.8	2,100	2.7	23	3.2	M-TH
			1.15				3.2*	24*	2.8	TU-TH				3.0*	23*	2.8	M-TH
			1.30						2.6	TU-TH						2.6	M-TH
			1.45				2.5*	23*	2.3	TU-TH				2.5*	24*	2.5	M-TH
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC CARTER/MONDALE COMM. 1(S)	1	8.56- 9.00AM	8.45	4,510	5.8	4,050	5.2	29	5.2	FRI.							
ABC REAGAN/BUSH COMM. 8:56AM(S)	1	8.56- 9.00AM	8.45	4,750	6.1	4,510	5.8	30	5.8	WED.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,460	8.3	6,220	8.0	30	8.0	M-F	6,380	8.2	6,220	8.0	30	8.0	M-F
ABC FYI-1.56(SUS)	2	1.56- 1.57PM	1.45														MON.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC CARTER NEWS CONF.-ABC(SUS)	1	4.00- 4.33PM	4.00							THU.							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								9,180	11.8	6,150	7.9	25	7.3	WED.
			4.45											7.3*	24*	7.2	WED.
			5.00													8.5	WED.
			5.15											8.5*	26*	8.5	WED.
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS NEWS SPEC. RPT-11.16A(SUS)	2	11.16-11.19AM	11.15														TUE.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,430	5.7	4,200	5.4	27	5.4	M-F	4,430	5.7	4,200	5.4	27	5.4	M-F
CBS REAGAN FOR PRESIDENT-WED(S)	2	1.54- 1.59PM	1.45								6,690	8.6	5,910	7.6	29	7.6	WED.
CBS CBS NEWS SPEC. RPT-2.01PM(SUS)	2	2.01- 2.04PM	2.00														TUE.
CBS CARTER FOR PRESIDENT-THU(S)	1	2.54- 2.59PM	2.45	5,840	7.5	5,210	6.7	26	6.7	THU.							
CBS CARTER FOR PRESIDENT-TUE(S)	1	3.53- 3.57PM	3.45	5,370	6.9	4,980	6.4	22	6.4	TUE.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,750	6.1	21	6.1	M-F	5,210	6.7	4,980	6.4	21	6.4	M-F
CBS REAGAN FOR PRESIDENT-THU(S)	2	3.53- 3.57PM	3.45								5,990	7.7	5,450	7.0	23	7.0	THU.
CBS CARTER NEWS CONF.-CBS(SUS)	1	4.00- 4.33PM	4.00							THU.							
NBC REAGAN POLITICAL-TUE.(S)	2	8.55- 9.00AM	8.45								3,970	5.1	3,350	4.3	24	4.3	TUE.
NBC NEWS UPDATE 10:58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC REAGAN/BUSH POLITICAL-THU(S)	2	1.55- 2.00PM	1.45								4,120	5.3	3,660	4.7	17	4.7	THU.
NBC CARTER/MONDALE POLIT.-THU(S)	2	3.55- 4.00PM	3.45								4,200	5.4	3,190	4.1	13	4.1	THU.
NBC CARTER PRESS CONF.-NBC(SUS)	1	4.00- 4.33PM	4.00							THU.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,420	4.4	3,270	4.2	26	4.2		3,580	4.6	3,270	4.2	25	4.2	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,820	6.2	4,510	5.8	25	5.8		5,370	6.9	5,060	6.5	28	6.5	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,590	5.9	4,360	5.6	26	5.6		6,920	8.9	6,540	8.4	36	8.4	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,970	5.1	3,730	4.8	22	4.8		5,210	6.7	4,900	6.3	25	6.3	
ABC NCAA FOOTBALL PRE GAME	1	1.30- 1.47PM	→GRID	5,520	7.1	4,900	6.3	27									
			1.45						6.4								
ABC NCAA FOOTBALL GAME	1	1.47- 4.58PM	→GRID	14,240	18.3	5,990	7.7	28									
	2	1.45- 4.48PM	→GRID								16,030	20.6	7,240	9.3	30		
			4.45				7.5*	25*	7.4							9.6	
ABC NCAA FOOTBALL GAME FILL(SUS)	1	4.33- 4.58PM	4.30														
ABC NCAA FOOTBALL POST GAME	1	4.58- 5.10PM	→GRID	6,070	7.8	5,910	7.6	25									
			5.00						7.6								
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,650	3.4	2,410	3.1	24	3.1		3,110	4.0	3,030	3.9	29	3.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,050	5.2	3,970	5.1	30	5.1		5,370	6.9	4,980	6.4	35	6.4	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,380	8.2	6,070	7.8	39	7.8		6,380	8.2	6,220	8.0	38	8.0	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	7,240	9.3	7,080	9.1	41	9.1		6,920	8.9	6,540	8.4	37	8.5	
			10.00						9.1							8.3	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,760	7.4	5,520	7.1	31	7.1		4,820	6.2	4,510	5.8	25	5.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,900	6.3	4,750	6.1	28	6.1		5,290	6.8	5,130	6.6	27	6.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,670	6.0	4,120	5.3	24	5.3		5,130	6.6	4,750	6.1	23	6.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,980	6.4	4,590	5.9	26	5.9		4,900	6.3	4,670	6.0	23	6.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,290	6.8	5,060	6.5	28	6.5		6,070	7.8	5,760	7.4	27	7.4	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,520	7.1	4,820	6.2	25	6.2		5,680	7.3	5,130	6.6	24	6.6	
CBS CARTER FOR PRESIDENT-SAT(S)	1	5.54- 6.00PM	5.45	4,980	6.4	3,970	5.1	17	5.1								
	2	5.55- 5.59PM	5.45								4,900	6.3	4,280	5.5	15	5.5	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,650	3.4	2,650	3.4	29	3.4		2,570	3.3	2,410	3.1	26	3.1	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,030	3.9	2,880	3.7	23	3.7		2,650	3.4	2,570	3.3	20	3.3	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,730	4.8	3,660	4.7	24	4.7		3,810	4.9	3,730	4.8	23	4.8	
NBC ASK NBC NEWS-9:45AM		9.45- 9.47AM	9.45	3,890	5.0	3,730	4.8	23	4.8		3,890	5.0	3,810	4.9	22	4.9	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,420	4.4	3,270	4.2	18	4.2		4,430	5.7	4,200	5.4	23	5.4	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,280	5.5	4,050	5.2	23	5.2		3,970	5.1	3,810	4.9	21	4.9	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,360	5.6	4,280	5.5	26	5.5		3,190	4.1	3,110	4.0	17	4.0	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,500	4.5	3,270	4.2	20	4.2		4,820	6.2	4,590	5.9	23	5.9	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,960	3.8	2,720	3.5	16	3.5		3,190	4.1	3,110	4.0	15	4.0	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	→GRID	3,580	4.6	3,270	4.2	17									
	2	2.00- 2.22PM	→GRID								4,670	6.0	3,810	4.9	17		
			2.15						4.5							4.8	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,570	3.3	2,410	3.1	15	3.1		3,030	3.9	2,880	3.7	15	3.7	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								2,180	2.8	2,020	2.6	10	2.6	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	620	.8	540	.7	8	.7		540	.7	540	.7	9	.7	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	540	.7	540	.7	6	.7		860	1.1	860	1.1	10	1.1	
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.09PM	→GRID	21,550	27.7	9,340	12.0	34									
			4.00						11.9								
CBS CBS NFL FOOTBALL POST	2	3.53- 4.00PM	3.45								11,360	14.6	9,180	11.8	29	11.8	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.07PM	→GRID	24,970	32.1	13,620	17.5	49									
			4.00						20.2								
NBC NFL FOOTBALL POST-NBC(B)	2	3.52- 4.00PM	3.45								5,060	6.5	3,730	4.8	12	4.8	
NBC NFL FOOTBALL POST 2-NBC	2	6.53- 6.59PM	6.45								9,880	12.7	8,320	10.7	22	10.7	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).